



# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

VOL. XLVI. NEW YORK, FEBRUARY 24, 1904.

No. 8.

## Special Extra

**100,000**

**Copies Free**

For March issue we will put out 100,000 copies over and above our regular **Half Million** circulation, and throw in the extra 100,000 copies **Free** to advertisers who use March edition. This means that advertisers who use March issue will get

**600,000 Copies**

full count, without increase in advertising rate. March is one of the best months of the year, and with this extra 100,000 copies given **Free** our March issue is **sure** to give advertisers who use it exceptionally profitable returns.

**"Key Your Ad" and See**

March forms close March 5th.

### **The Woman's Farm Journal**

Chicago Office

(Established 1891)

New York Office

66 Hartford Building.

**St. Louis, Mo.**

1402 Flat Iron Building.

# The Medical Brief

*Printers' Ink of January 27, 1904, says:*

In an expensively printed booklet the *Medical Brief*, St. Louis, publishes portraits of medical writers who have contributed to its pages in 1903. Opposite each halftone are reproduced excerpts from the writer's articles. The frontispiece is a steel engraving of J. J. Lawrence, editor and publisher. The *Medical Brief* claims "the largest circulation of any medical journal in the world." Reference to the American Newspaper Directory for 1903 shows that it is credited with the largest figure rating of any medical publication in the United States or Canada, having one-third more circulation than the official organ of the American Medical Association. Its 1903 rating, published in the Roll of Honor, is 37,550 copies monthly.

THE MEDICAL BRIEF has *now* an excess of Forty Thousand copies each issue, and is now growing faster than at any previous time during the 32 years of its publication.

Its contributions are from the best men in the medical profession.

THE MEDICAL BRIEF has never changed hands, but has been issued by the same editor and proprietor since its inauguration.

#### OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.

Masonic Temple, Chicago, Ill.

Auckland House, Basinghall Avenue, London, E. C., England.

THE MEDICAL BRIEF carries none but fully paid advertisements. Its card rates to advertisers and its discount to advertising agents are un-deviating.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLVI.

NEW YORK, FEBRUARY 24, 1904.

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## THE PIONEER CANDY ADVERTISER.

By *L. Scott Dabo.*

Tom Murray, of Chicago, is a philosophic merchant who advertises his application of homely philosophy to business with resulting fame and riches.

George W. Loft, of 54 Barclay street and 29 Cortlandt street, New York, is an advertising philosopher who has applied his stock of common horse sense to every detail of his business with astonishing success. His fame as a merchant is extensive; as a witty judge of human nature it is limited to the trade, his employees and his friends. Tom Murray and George W. Loft are analogies as judged by advertising lights. They prove again what can be accomplished with a small capital when the right business methods are allied to advertising, even in these days of sharp competition.

As an example of Mr. Loft's sagacity and wit, the following story, as told to a PRINTERS' INK reporter, is worthy of notice:

"The average duration of a courtship between a man and a woman is, roughly speaking, one year. The average term of married life is twenty-one years. During the courtship period the young man, alive to the necessity of making a good impression on his fiancée, buys her Huyler's candy. After marriage this necessity is removed and the young husband is inclined to provide the sweets for his wife on a more economical basis, often saving one-half and one-third the price. That was my cue. I was willing to let Huyler have the year of courtship if in turn I got the twenty-one years that follow. The amount of business done to-day in our two stores

will show whether we've got them or not."

The acumen displayed in the above largely explains Loft & Co.'s success. When their first store was opened they had little or no capital. Candy is a luxury and a staple. A retailer of candy is naturally in competition with every other candy store in the city and there must be several thousands of them. Loft's not only do this, but they successfully compete with every candy store within a radius of thirty-five miles around New York. The wonderful success of the Loft stores is due to something more than a surface reason. It is interesting to hear Mr. George W. Loft explain it himself.

"I reasoned that if dry goods stores could buy and sell candy and pay advertising bills, the manufacturers ought to do still better. True, we would have sold direct to the dry goods stores, but that was not to our liking. There is more satisfaction in dealing direct with the consumer and less loss all around. In selling to dry goods stores several things come up for consideration. The question of price is greatest. If the cost to them is ten cents a pound, they want a further discount of at least two per cent for cash. Well, why not sell direct to the consumer for ten cents and save the discount? This alone represents a large sum.

"So I decided to cut out the middle man and give the customer the benefit of the difference in price. In reaching the public through a middle man there is little profit and no credit; the middle man gets all the latter and most of the former. We wanted to know our customers and wanted them to know the goodness of our candies. In selling through a dry goods house the consumer would

know little or nothing of the manufacturer who makes the goods. Department stores buy where they can strike the best bargain. To-day a certain store may be your customer, to-morrow it may not. This may have nothing to do with the quality of the product; it's usually a question of making a deal pure and simple. On the other hand, the public will continue to trade in a place which has their confidence. Public confidence once gained is retained only by a continuance of the original effort. When people learn to go day after day to a certain place for anything at all, it quickly becomes a custom. Keep up the standard of goods, and that habit will not be easily broken. There is no other way.

"Our first advertising venture was a twenty-eight line space in the *New York Journal* five years ago. This was soon increased to fifty-six lines. We kept at it more or less regularly, but it was six months before there were any noticeable results. On a number of occasions we became discouraged and threatened to give it up. Something induced me to hold on, though, and after seven or eight months the returns began to look promising and we increased the space and frequency of our advertising in proportion to the increase in business. The total advertising expenditure during that first year was \$500. In the year just passed we spent for the same purpose \$20,000, and a better investment was never made. We were the first candy store in this city to advertise in the daily papers; since then others have followed suit. The field was new; I believe it's as new and full of promise to-day as ever.

"I believe advertising should be increased in proportion to the increase in business; the ratio, of course, becomes different. The more goods we sell the less our advertising costs in proportion. It is an investment in which the gains are compounded; consequently it would be worse than folly to discontinue.

"We have a system of tabulating sales by which comparisons are drawn with the same day of the

previous year. Every day at 12, 2, 4 and 6 o'clock the sales up to each hour are computed, and if they do not compare favorably with the same day of the year before something is wrong which we make it our immediate business to discover and rectify. Of course, various conditions may arise over which we have no control, and these are taken into consideration, but it is a constant practice in our stores to keep a very close watch on the ebb and flow of business. The result is, we have the whole situation at our fingers' ends at a moment's notice."

"In view of the constant increase it would seem the natural thing for you to open new stores?"

"No—we've gone over all that ground and have decided to confine our attention to the two stores we now have and our factory. We prefer to put more money into advertising rather than in rent, with all the extra expenses new and enlarged quarters would naturally entail. I am largely a believer in the wisdom of concentrating our forces. In this manner our early successes were made. The public comes to us from all parts of the city; most of the people who buy their candies here are on their way to and from business. The box of candy is the modern symbol of Peace. Men are the natural carriers of candy from the store to the womenfolk at home. Our advertising is aimed to appeal to the latter almost exclusively. It is doubtful if men read candy ads; but women and children do, and a reminder to the husband or brother before he leaves for his office or shop in the morning is enough for him to stop in either one of our stores for that box of candy which he knows the home stayers are waiting for. Thousands of women are employed in the down town offices, and these form a very large part of our regular customers.

"Last Christmas eve the number of customers waited on in our two stores was 46,000. We had to turn away many without serving them. It was simply impossible to supply all who came. I knew beforehand that both our stores would be filled

(Continued on page 6.)



*Little Lessons in Publicity—Lesson 23.*

# SUBSTITUTION

is an evil the practice of which is not confined to the druggist and the grocer alone. "Grafters" of all kinds are usually substitutes. The druggist or the grocer substitutes because he can make a few more pennies than he otherwise would. The advertising agent substitutes—a weak paper for a strong one—in consideration of a page advertisement for his directory or for his house organ, erroneously styled a trade journal. Sometimes it is because the weaker paper furnishes transportation, entertainment, etc., etc., but it is bound to be "graft" in one form or another.

We are not trying to tell advertisers how to conduct their business—but look out for the "grafters." The commission the agent receives should be sufficient. Look into the situation as it exists in each city and do not accept substitutes for the following "one papers" in "one-paper cities":

**Minneapolis — THE MINNEAPOLIS JOURNAL**

**Washington — THE EVENING STAR**

**Baltimore — THE BALTIMORE NEWS**

**Indianapolis — THE INDIANAPOLIS NEWS**

**Newark — THE NEWARK NEWS**

**Montreal — THE MONTREAL STAR**

There is no substitute in any of the above cities for the paper named.

**M. LEE STARKE,**

**Tribune Building,  
NEW YORK.**

**Mgr. General Advertising.**

**Tribune Building,  
CHICAGO.**

during the ante-Christmas week and Christmas eve without advertising, but it has been a matter of principle with us not to allow a break in our advertising. We just keep it up and try to be prepared for the demand by anticipating it. Besides, the Christmas advertising of Loft's Candies was new to many people, mainly those who buy candy only at holiday times, and by attracting this class at Christmas we practically secured a new list of customers; for many persons who come in to buy for a particular occasion only, and with whom the buying of candy is a rarity, have become regular patrons after becoming familiar with the high qualities of our goods and the reliability of our advertising.

"Never say anything in your advertising which you cannot prove or back up," has been a strict business principle with us from the beginning. People will soon learn whether your advertising statements are reliable or not. It's remarkable how quickly the public discovers insincerity in advertising; and a man or woman who has been deceived once by an advertisement who has found that the goods sold were not up to the standard claimed—will never come back, even if the purchase only consisted of a 10-cent pound of candy. No matter at how low a price an article is advertised, no matter what its actual value may be, and even if the public is convinced that the price advertised is only a third or half the value represented by the goods, it expects you to make good. If a 40-cent article is advertised for 10 cents, don't offer a 30-cent or 25-cent one instead. They'll find it out; we may not know how, but the public will discover the deception, and the confidence you may have worked for years to build up will go like a breath of wind.

"When we advertise a special, say at 10 cents, we insist on having enough of the goods on hand to sell them all through the day. I think it's a mistake to offer only a limited amount or to limit the hours of the sale. A day is only a day, and short enough at that.

Let the people know that no matter what time they come in they can get the article advertised at that price. Why, I've gone out and paid 30 cents a pound for a certain kind of candy which we'd advertised to sell for 10 cents and had run short of, so as not to disappoint our customers. A customer turned away is apt to go elsewhere and stay elsewhere, and all your further effort will not bring him back. One individual customer represents the whole public. Of course, there are cases where it is not practicable or possible to do this. In one of our advertisements one day an error was made by our stating 10 cents instead of 40 cents. That error represented \$1,100 that night when the stores were closed. It went hard, but we stuck it out, and I'm sure it was better policy than to have attempted to offer explanations to customers; such explanations never explain, anyway.

"We believe in making the bargain article better than regular stock if possible. That's where the compound value of advertising comes in again; you'll never reach the end of the sale and the influence of the advertisement. Lastly, if you cannot advertise honestly, I say don't advertise at all. The world is always ready to enrich the man who carries out better than his promise.

"We use most all the New York dailies. I consider the evening papers best for our purpose. The evening paper is carried home and read there by all the family successively and commented upon by those assembled. Yes, we tried car signs, but found they didn't pay us. At least, we are unable to trace direct results, while so far as we could see their use did not affect the number of customers from day to day, nor did our discontinuance of car space make any apparent difference.

"I write all our ads and confine myself to simple statements of offerings and prices. Prices are what people want to know; there's a drawing magic to them that it is impossible to instill in mere descriptions of goods, and the great run

of mankind like to make comparisons. As a last word, I want to say that PRINTERS' INK has been closely read here and found very helpful. It's a very interesting paper, perhaps because it deals with the human nature elements, without which advertising is useless."

Mr. Loft further explained the various systems in force in the factory and stores, saying they had applied the same principles of honesty, straightforwardness and economy in the various departments which he believed so necessary in advertising. Two hundred and twenty-five men and women are employed, and their duties are regulated like clockwork. All orders and instructions are given out in writing; each morning the instructions for the day go to each employee, even to the porter. No excuse is left for being idle; the economy of the three establishments is something to marvel at. In the stores the saleswomen are sectioned off into groups of five, each under a captain's superintendence; each one of these groups occupies a block of space containing a certain number of feet. This does away with the need for a saleswoman to run from one end of the house to the other to fill an order; customers' wants are attended to with astonishing rapidity. A clerk can wish for no better reference for ability than to have been employed by Loft's in order to secure a position in any other like store. The training secured in Loft's is looked upon by all other storekeepers as perfect.

Every morning between half-past seven and eight o'clock a class is held in which girls from the factory are trained in the proper manner to wait on customers and become saleswomen when occasion arises. They take turns two weeks at a time, after which they undergo a week's review. This method insures always having experienced salespeople behind the counters. "A green, awkward hand is often the cause of losing a customer," said Mr. Loft; "we want to take no chances."

Now every ad that enters the home strikes home.

## 1903 A RECORD YEAR

FOR THE

## Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903: Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

## THE TORONTO STAR

THE COMING LEADER!

Guaranteed Circulation  
now above 28,000, running  
31,000 Saturdays.

The most interesting and inviting proposition in Canada to-day is THE TORONTO STAR. Its steady climb has been phenomenal, and was never equalled by any Canadian newspaper.

It is making a record on a basis of cleanness and progressive ideas.

It stands to-day the most aggressive and enterprising newspaper in Toronto, with no superior in the Dominion.

The Chas. T. Logan Special Agency,  
Agents Foreign Advertising,  
Tribune Buildings,  
NEW YORK and CHICAGO.

# CORRECTIONS IN THE LIST OF ADVERTISING AGENTS.

159 La Salle St.,  
CHICAGO, Feb. 13, 1904.

*Editor of Printers' Ink:*

I am just in receipt of marked copy of **PRINTERS' INK**. I note that in the list of Chicago advertising agents you have the name of "Chas. M. Fairbanks, National Life Bldg." Can't imagine how you could distort my name into *Fairbanks*. Wish you would see that the error is corrected, and that in the future you spell my name right.

Very truly yours,  
C. M. FAIRCHILD.

CHICAGO, Feb. 13, 1904.

*Editor of Printers' Ink:*

Replying to your circular in re Advertising Agents, we notice that you have starred those purporting to be members of the American Advertising Agents' Association. We were among the charter members, and are now members of good standing, but as asterisk has been omitted preceding our name we suggest securing a list from J. W. Barber, secretary of the association, in order that your article may be correct and thereby true to its purpose.

Very truly yours,  
BANNING ADVERTISING COMPANY.

NEW YORK, Feb. 13, 1904.

*Editor of Printers' Ink:*

In a list of advertising agents just received from you we find the name Maurice P. Gould, 99 Nassau street. That is an error. There is an advertising agency at 99 Nassau street by the name of M. P. Gould Company, but there is no firm at 99 Nassau street doing business under the name of Maurice P. Gould.

We wish that whenever the opportunity presents itself you would make this correction for us. Yours very truly,  
M. P. GOULD COMPANY.

NEW YORK CITY, Feb. 11, 1904.

*Editor of Printers' Ink:*

Our attention has been called to your list of advertising agents published in **PRINTERS' INK** of February 10. We notice, under Chicago, you have us located at 112 Dearborn street. We moved our Chicago branch office from this location to 1107 Trade Building, 67 Wabash avenue, in April, 1903. Our eastern branch office you have located at Pittsburg, Pa., while it was removed from there in June last to 200 Temple Court, New York City.

In St. Louis, Mo., you have our office located correctly, although we occupy both 1127 and 1129 Pine street, having erected a steel structure to cover both numbers. In regard to the location of other St. Louis agencies, would say that H. W. Castor & Sons' Advertising Agency moved from the Pozzoni Building in March last and are now located corner Fourth and Olive streets. The Western Advertising Agency have moved from the Century Building to the St. Louis Star Building.

In Pittsburg, Pa., we notice you have W. S. Powers when it should be W. S.

Power, located in the Hamilton Building. The Power Agency moved to the new Frick Building about one year ago. E. P. Remington you give no address, and would state that he is located in the Penn Building, on Penn avenue.

Assuming that you desire to have a correct list of the advertising agents, we give the above corrections after a brief inspection of the list you have printed. So far as we are concerned, you would do us a great favor by correcting addresses as noted above.

Very respectfully,  
NELSON-CHESMAN & Co.  
DETROIT, Feb. 13, 1904.

*Editor of Printers' Ink:*

We have been so busy for the past two or three weeks that the writer has neglected unintentionally to ask you to correct the name of this advertising agency on your list of Advertising Agencies, wherein you have our Mr. Mulford's initials as "O. T." instead of "O. J." Why not use our "Stevens Building" address? Why do you classify in your list of advertising agents some that have but a remote chance or right of recognition for classification as bona fide advertising agents? There are too many lightweight, deadbeats, hot air advertising agencies being recognized as such by papers that have not business astuteness to look ahead sufficiently to see that in the long run a restricted list of advertising agencies will be the best for the business.

Yours truly,  
O. J. MULFORD ADVERTISING Co.  
JOHN C. DEWEY, Mgr.

If Mr. John C. Dewey, of the Mulford Agency, will write more explicitly about what he alleges of some advertising agencies, he may render **PRINTERS' INK** and others a service.

NOT A DUTCH AGENCY.

AMSTERDAM ADVERTISING AGENCY.  
3 Park Place,  
NEW YORK, Feb. 12, 1904.

*Editor of Printers' Ink:*

We are in receipt of your marked copy of **PRINTERS' INK**, and appreciate very much your kindness in including our name among the list of advertising agencies. We beg to call your attention to the fact that you have given the name of our agency as the "New Amsterdam Advertising Agency," whereas the name of our agency is "Amsterdam Advertising Agency."

Yours very truly,  
G. E. BARTON.

A PACIFIC COAST AGENCY.

LOS ANGELES, CAL., Feb. 8, 1904.

*Editor of Printers' Ink:*

Although not a member of the American Advertising Agents' Association, we should, nevertheless, like to be included in your list of thoroughly reliable advertising agents.

Ours is probably the best and most widely known general advertising agency on the Pacific coast, which may not necessarily imply that we are any more reliable or place any more business than some others. Yours fraternally,

CURTIS-NEWHALL COMPANY,  
W. D. CURTIS, Pres. and Gen. Mgr.

# Advertising Agencies.

## ALABAMA.

**A. Z. ADVERTISING CO.**, Mobile, Alabama. Distributing and Outdoor Advertising.

## CALIFORNIA.

**CURTIS-NEWMAN CO.**, Los Angeles, California. Estab. 1895. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 25c. copy; \$2 year.

## DISTRICT OF COLUMBIA.

**FOR 3-line Want Ad** in 15 leading dailies. Send for lists and prices. **L. P. DARRELL ADVERTISING AGENCY**, Star Bldg., Wash., D. C.

## ILLINOIS.

**GUNDLACH & GUNDLACH**, 115 Dearborn St., Chicago, newspaper and magazine advertising in U. S. and Canada. Rates supplied also for Spanish-American and European publications.

THE ability to outline a successful plan for increasing the sales of any business, by the use of type, ink and paper, must come from training, experience and perhaps some natural aptitude. We have the ability—have had the training and experience—and are anxious to prove it.

**MARSH ADVERTISING AGENCY**, New York Life Bldg., Chicago.

## KENTUCKY.

**H. M. CALDWELL** Adv. Ag'cy, Louisville, plans, prepares, places adv'g; newspapers, mags.

## LOUISIANA.

WHAT OF THE SOUTH—Have you participated in its prosperity? Establish your name and trademark in a growing country. Newspapers—Bill Posting—Signs and Distributing. Write for estimates on a Southern Campaign. **HORACE M. GODDARD ADVERTISING AG'CY**, New Orleans, La.

## MARYLAND.

**MILBOURNE ADVERTISING AGENCY**, Baltimore, Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

## MASSACHUSETTS.

**A. T. BOND** ("Bond, of Boston") 16 CENTRAL STREET, BOSTON.

Recognized Advertising Agent. gives personal attention to his clients' best interests. Irrespective of any commission or discount inducements. Original and effective designs prepared, with consistent text. Business placed in any medium.

## MINNESOTA.

**DOLLENMAYER ADVERTISING AG'Y**, Tribune Bldg., Minneapolis. Recognized agency of the Northwest; gives small accounts proper attention. Members American Adv. Agents' Ass'n.

## NEW YORK.

**O'GORMAN AGENCY**, 290 Broadway, N. Y. Medical journal advertising exclusively.

**GREIG ADVERTISING AGENCY**, 719 St. James Bldg., N. Y. Newspaper, Periodical and Outdoor Advertising. Large or small contracts accepted. Consult us before placing your advertising.

**GEO. P. ROWELL & CO.**, founded in 1863, under the new management not only plans, places and illustrates, but also acts as sales managers. Estimates and designs upon request. 10 Spruce Street, New York.

**NORTH AMERICAN ADVERTISING CO.**—Organized by advertisers to give advertisers a square deal. F. L. Perine, pres.; W. W. Seeley, vice pres.; F. James Gibson, sec.; Baxter Caterston, treas., 100 William St., New York.

## OHIO.

**CLARENCE E. RUNY**, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Outdoor Advertising. Printing, Designs, Writings.

## PENNSYLVANIA.

**THE H. I. IRELAND ADVERTISING AGENCY**, (Established 1890), works with as well as for clients. Plans and places advertising in newspapers and magazines. Creates mail-series of folders and cards to reach the trade. 925 Chestnut Street, Philadelphia, Pa.

**THE RICHARD A. FOLEY COMPANY**, ADVERTISING, 1216 Commonwealth Bldg., Philadelphia, having an interest in a first-class printing establishment, will write, design and print high-grade booklets, mail-cards, etc., in one to five colors at the price ordinarily asked for the printing alone. Samples and prices will prove this. Newspaper or magazine advertisement copy and designs submitted on approval.

## RHODE ISLAND.

**O. F. OSTBY AGENCY**, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

## CANADA.

HOW often agents of American firms tell us that their advertising is ineffective because not in harmony with Canadian ideas. We can get the best results for an appropriation in Canada. Correspondence solicited. **DESBARATS ADV. AGENCY, Ltd.**, Montreal.

## CHINA AND ITS ADVERTISING.

At the first annual banquet of the St. Louis Advertising Men's League in the "Dutch room" of the Hamilton Hotel recently, the chief speaker was Wong Kai Kah, whose subject was "Chinese Methods."

"As far as I can find out, advertising has been practised for 2,569 years in China, the originators using posters like the imperial proclamations, which they had observed were eagerly read by the populace.

"One of the most widely advertised articles in China is a certain Milwaukee beer that posts a picture of a Roman chariot race beside its descriptive matter. The Chinaman reads the description of this excellent beer and then looks at the picture. He says to himself: 'If this beer will make me see a circus like that, I'll drink no other,' and the sales of that beer are enormous through the desire of the Chinaman to get his beer and a trip to the circus in one original package.

"I hope to see the United States share in the trade of China, whose imports have increased in ten years 500 per cent., and if the advance guard of the invasion is made up of advertising men, Europe and the rest of the world has no chance beside America.

"With his energy and push, coupled with his love and admiration for exaggerated truth, the American cannot fail to get all the trade of the Empire of 400,000,000 souls."

## Indigestion?

THEN YOU'VE  
NEVER USED



### THE CLASSIFIED COLUMNS.

Classified advertising means advertising that is specifically classified under certain headings, such as "Help Wanted," "Situations Wanted," "Business Opportunities," "Real Estate," "Personals," etc., etc. In each case the heading is self-explanatory.

By glancing at the classification, one gets an insight into the column and learns of people who want situations, who have money to invest, who have real estate for sale, and so on, *ad infinitum*. Hence, the reason for the word "classified" becomes obvious.

Almost all newspapers throughout the country place restrictions on classified advertising by limiting size of type, prohibiting the use of cuts, borders, and regulating the breaking of column rules.

In the economy of a daily newspaper, classified advertising is highly important, and the paper which carries the largest volume of this class of business is usually very close to the masses. Naturally, if classified advertising brings a paper close to the people, it can readily be seen how important this branch of advertising is from a circulation standpoint. That large circulations and large classified advertising patronage travel hand in hand is proven by the *News and Tribune* in Chicago, where the former, with an enormous circulation during the week, carries the bulk of the daily classified business, and the latter, with an immense Sunday circulation, prints the bulk of the Sunday business. From personal experiences with advertisers and advertising agents I know that large display contracts have frequently been influenced into certain newspapers solely for the reason that they carried a good share of classified advertising. In several instances where the advertiser was not acquainted with the relative merits of the various newspapers suggested to him by his advertising agent, he sent for a week's daily and Sunday issues of all mediums in question, and finally selected the newspapers which during that week printed the greatest volume of classified advertising.

A ready, substantial basis for building circulation is furnished by classified advertising, and once a newspaper secures a grip on this branch of advertising, it can hold its gains longer than gains secured through any other features. The reason: Hundreds of readers get accustomed to making classified announcements in that newspaper's columns, and this habit once acquired is extremely difficult to overthrow.

Through the use of classified advertising, many advertisers throughout the country have achieved success. In Philadelphia, there are many notable instances of merchants who get profitable returns from this class of publicity, some of them being numbered among the best known advertisers of the Quaker City.

In collecting data for the preparation of this article, I called on many advertisers, and gleaned the following information.

The Penn Furniture Company, at 1033 Market street, is considered among the largest furniture firms in Philadelphia, and David H. Lowman, the president, had this to say on the subject: "We use the classified columns of the papers regularly and we get good results. My long experience has taught me that to get profitable returns from classified advertising you must tell your story briefly and concisely, and you will find that I am correct in this respect by glancing through the classified pages of any paper. You rarely see an advertisement over sixty or seventy lines, except in case of real estate. Why? Because the reader of classified advertising has no time for lengthy arguments. He is looking for certain articles and he goes to the establishment that advertises them in small space."

Mr. Lowman's views are shared by most of the other merchants who use classified space extensively.

Hind's Restaurant has built up an enormous trade solely through classified advertising.

Toomey's Machine Shop is one of the best known in Philadelphia

—made so by classified advertising.

M. Zineman & Bro. are widely known as opticians. They use the classified columns regularly.

W. J. O'Donnell has built up a good jewelry business by means of the classified pages.

Classified business is extremely hard to get. It is a well-known fact that many papers in different cities have spent thousands of dollars in an effort to get a good classified patronage, but frequently the results have not been entirely satisfactory. In New York, it has become almost a popular superstition that the *Herald* is the only Sunday paper which will bring profitable returns to the classified advertiser. This is ample evidence that gains secured through classified advertising are lasting.

The Philadelphia *Record* about a year ago decided to increase its classified advertising patronage and adopted a different scheme from any tried heretofore, because the conditions were widely different. Here was a paper which carried the greatest amount of display and department store advertising in Philadelphia, and which had a very large circulation, yet its classified advertising was *nil*. In fact, it was not even solicited. What little business it carried was brought in or mailed in by advertisers. In September of last year a classified department was organized, men engaged to solicit the business, and a campaign of classified publicity inaugurated. Every day a large display advertisement, occasionally a testimonial, and small readers, interspersed throughout the paper, were printed, calling attention to the fact that the *Record* wanted the business. The result was gratifying from the start.

To get the best returns, the classified advertiser must select mediums with the largest circulations, study the class of classified advertising carried by each, and if he will write his copy in a way that will appeal to the circulation of the various mediums, his advertising will surely pay him.

The fact that many agencies throughout the country make thousands of dollars yearly from

handling classified advertising alone is sufficient proof that it is excellent business to have. Every newspaper should make an effort to get this class of business, because so much depends upon it.—*John H. Sinberg in Profitable Advertising for February, 1904.*

### NOTES.

A LARGE packet of literature from the American branch of the Oxford Press, 91 Fifth avenue, deals with forthcoming editions of English classics, chiefly in fine limited editions.

THE 1904 catalogue of the St. Louis Seed Co., St. Louis, is a lightweight book of sixty-four pages, notable for homely field and garden illustrations and a well-lighted type arrangement.

MORGAN & WRIGHT auto tires are convincingly handled in a dainty booklet called "A Tire Triumph," arguments being based on the recent auto endurance tests and the high standard to be demanded in this vital detail. It is sent out from Chicago.

THE latest catalogue of Ormas Incubators and Brooders, made by L. A. Banta, Ligonier, Ind., is a fine booklet of sixty-four pages, illustrated with homely farm scenes and enforced with testimonial letters. It bears the imprint of White's Class Advertising Co., Chicago.

THREE blotters from the *Weekly Record*, Reynors, Iowa, bear something more than the bald facts usually considered good enough for blotters. One advertises the job printing department, another dwells on the *Record's* advertising value, and the third is an ad for the paper as a newspaper.

### ILLUSTRATED AD.



CASHIER WANTED.



ADVERTISING SHOES. the Edmonston Shoe Co., Wash-  
 "What do I consider the gentlest thing, D. C., in response to a  
 of the cash drawer?" question asked by a representative

**EDMONSTON'S** == Home of the Original  
 for men, women and children. "FOOT FORM" Boots

## "Foot Form" Boots for Women and Children.

--The only footwear that successfully meets all the exacting demands of common sense and good taste.



A  
fit  
for  
every  
foot  
from  
the  
shoe  
for  
the  
first  
step.



"FOOT FORM" Boots for women come in styles for all occasions and shapes for all feet. Every last is based on the anatomical lines of the foot, and every shoe is built of the finest and softest leathers, and stands for the limit of achievement in high-class shoemaking. All styles in button and lace and all good leathers. \$5 quality. The price ..... **\$4**

Children's "Foot Form" Boots come in all styles and all sizes, from the shoe for the first step. Absolutely anatomical in shape—the only shoes that permit the feet to grow shapely and sound. Priced according to size from \$1 to \$3.

**EDMONSTON'S, 1334 F Street.**  
 Phone M. 4114-Y.

"Why, our ads, of course," said of PRINTERS' INK; "and I think I M. A. Betz, business manager of may state that within the last



three years our business has increased 50 per cent as the result of our persistent advertising. Naturally, as our business increased, we spent more money in bringing our goods before the public notice, and we advertised principally in the *Washington Star and Post*.

"Of course, as auxiliaries to this general advertising we utilize two other forces at every dealer's command. First, his close personal influence with the ultimate purchaser. Every dealer has his own ideas about this important factor in business success. Advertising brings inquiries and customers, but the dealer's consummate skill, tact and kindly consideration are the influences which must be brought to bear on the undecided purchaser. He must supply the psychological effect that the printed ad lacks. The mind of the customer must be made to receive the impression that the shoes advertised are just what he has long looked for, and that his personal likes and dislikes, foibles and fustinesses about his footwear will in this particular establishment be met with such courtesy and consideration that he will never patronize any other store, and will cordially suggest to his friends to try a shop which carries such an inexhaustible supply of politeness as well as variety of shoes.

"The other factor is quality, which will sell a limited percentage without the other two, the ads and the dealer's influence. And it is the quality of our 'Foot Form Shoes' upon which the integrity of our business is founded. Quality, style, comfort and value we aim to have characterized in every shoe we offer for sale, and for every individual foot placed in our care we guarantee these four cardinal virtues for shoes.

"We know that the American public will always recognize and support any worthy enterprise that has behind it fixed honesty and reliability. Therefore we attribute our success to the unswerving confidence our patrons have in our stability and business principles.

"For our mail-order customers we publish booklets or folders which embody the principles of

our printed ads—plain business talks, chatty confidences and interesting propositions. We only ask to hold the reader's eye for one minute, and then we have no difficulty in reaching his feet. We call these mail-order advertisements our traveling salesmen, as they open many markets for our shoes which we could not otherwise reach.

"We were singularly fortunate in engaging an adwriter who understands shoes and the idiosyncrasies of feet and people. And every ad is framed to reach the largest possible audience. We avoid sensational arguments and keep every ad up to our own standard of dignity, individuality and character.

"Advertisement writing is an essential factor in every business man's education, but I predict a radical change in the methods of this industry in the next few years. Advertisements will be written on a theoretical basis which will determine the mind of the possible customer, and each reader will find in the printed description of the commodity a sort of imagery which will appeal to him and influence him as the present day ads do not. The time is ripe for this new field of adwriting, and when one considers the enormous amount of money spent in advertisements that do not advertise, it behooves a speedy reform in this expensive line of business.

"Yes, the *genii* of the cash drawer will always be advertisements—embodied with good business principles and perseverance. And in the case of shoes, the leather must be as well finished as the skillfully written ads, and the shoes fashioned as cleverly as the snappy propositions offered by the Edmonston Shoe Company."

MRS. E. P. LIPSETT.

*The German Weekly  
of National Circulation*

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 145,448. Rate 35c.

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The problem of getting more into a thing after it is full is one which humanity never seems weary of trying to solve. The futility of such attempts is not at all discouraging to the advertiser who buys space in high-priced periodicals.

When a man is paying several dollars per agate line for space, he will stand on that space and jump up and down after it is full trying to see if he cannot squeeze a little more into it.

In the use of small space, particularly in high-priced publications, an illustration is generally desired, and then comes the additional problem of setting aside just the appropriate amount of space for illustration, and getting the

nate all that tends to subordinate them, and still have enough space left for text.

Just compare the two, and you will see what a vast difference



### No.2

there is in these two methods of treatment of the same subject.

Many advertisers who feel that they can afford only a small space make the fatal mistake of trying to get too much in.

Note the advertisement of the Royal Picture Gallery Company reproduced here. The attempt to show two of "Bryson's Lovely Pastels" in this ad, and then tell the story in the remaining space, was a bad failure.

This advertisement occupied twenty-five lines in the *Ladies' Home Journal*, at a cost of \$6 per line, or \$150.

This is a lot of money, but there

**ATHENA**  
**COLD CREAM**  
**SKIN TREATMENT**

**A Beautiful Woman**  
 The winter winds will spoil your complexion. Athena Cold Cream defies the wind; will remove wrinkles and blemishes. Be other just as good. 66 cents a jar. **SAMPLE FREE.**

**CHAPPED HANDS**  
 Cold Sores, Cracked Lips, and rough skin. Athena Cold Cream will cure and keep the skin soft and velvety.

**DO YOU WANT A BEAUTIFUL COMPLEXION?**  
 We have a face and skin treatment that will positively remove all fine lines, wrinkles, creases, freckles, tan, blotches, dark patches, large pores, black spots, baby skin, etc. Use Athena, etc., restoring the skin to its natural condition, purifying the blood. Write for our book of **SECRETS OF BEAUTY.**

**WESTERN MEDICINE AND PERFUMERY CO.**  
 Dept. 7, CHICAGO, ILL.

### No.1

sort of picture that will do most in the least space.

In the Athena advertisement, here reproduced and marked No. 1, an attempt has been made to show a picture that will attract and at the same time leave space enough for the reading matter. The result is not particularly happy, for the reason that the picture of the lady, which might have been made a drawing feature, is subordinated to a lot of scrollwork, which is of no practical use, and which renders the headlines very hard to read.

In No. 2 we get the pretty woman and the headlines separated, giving both of them a show; elimi-

**Bryson's Lovely Pastels**

Reproduced in exact color by marvelous new process.

**SET OF SIX \$1.00 PREPAID**  
 including five of Bryson's latest pictures and Maud Chisholm's "Young Mother." Size 6 x 11 inches.

**Any two \$0.50 prepaid**

Exquisite Art Catalogue free, containing over 300 illustrations, many in color.

**Royal Picture Gallery Co., 164 Lake St., Chicago**

was no use in trying to show two reproductions of pastels in less than two inches single column.

The ad of the Domestic Utilities

Company appeared in the same issue of the *Ladies' Home Journal*, and occupied only two lines more



**Washes Dishes**  
 Without Putting Your Hands  
 in Water  
 Makes your POTS and PANS  
 sweet and clean.  
 Emulorced by New York Sun of  
 November 21st.  
 By Express, Charges Paid  
 Price, \$1.50  
 Remit by Bank Draft or Money Order  
 DOMESTIC UTILITIES CO.  
 Suite 108, 24 W. 23d St.  
 New York

space. Note the vast difference between these two ads. The picture of the girl washing dishes shows how the article advertised is used, and shows it well. The illustration and the text are well balanced, and although this advertisement cost \$172, it was no doubt worth the money.

The Universal Bread Maker ad is another in this class. This also appeared in the *Ladies' Home Journal*, and occupied 47 lines. This is a neat, open, pleasing advertisement, not crowded, but using



**THE  
 UNIVERSAL  
 BREAD  
 MAKER**  
 Mixes and Kneads Bread Thoroughly  
**In 3 Minutes**  
 Hands do not touch the dough. Does  
 away with hand kneading and  
 makes better bread.  
**SIMPLE EASY SANITARY**  
 Sent prepaid for 3 dollars.  
 Your dealer sells it for less.  
 Write for booklet F free.  
 Landers, Pray & Clark, New Britain, Conn.

a small space well. It might have been better if the inner line of the border had not borne so strong a

resemblance to a bathtub, but that is a minor detail.

In publications where the rate is low, the advertiser can afford to spread around a little, but when it comes to publications whose line rate runs into dollars, the advertiser must go slowly, neither wasting the space by useless frills and furbelows, nor going to the other extreme and getting it so full of words and picture that it is wearisome to the eye.

### NOTES.

THE want ads of the Philadelphia *Bulletin* are advertised among various classes by folders, window cards, signs for boarding and lodging houses, circulars and other literature, for fitting into small corners of the city's life.

THE industrial and commercial possibilities of British Columbia are enumerated in a neat booklet from the *World*, Vancouver, B. C., and facts concerning this daily and the advertising situation in general are added in an appendix.

"PURITY Butterine," made by the Capital City Dairy Co., Columbus, Ohio, is advertised by a lithographed chromo that, while no great shakes as a work of art for the home, will be a thing of beauty, a joy forever and a forceful ad if hung high enough in a grocery store or butcher shop.

"UNEXPECTED Legacies" is an interesting booklet from the Mutual Benefit Life Insurance Company, Newark, N. J., giving instances where policies have been paid after the holders or their heirs presumed they had lapsed. It is a bit of life insurance advertising that is out of the rut.

A FOLDER intended for Southern lumber shippers, issued by the Farrin-Korn Lumber Co., Cincinnati, is made in the form of a railroad time table, and is evidently designed to be distributed in similar fashion. It shows excellent views of the company's yards and plant and tells why Cincinnati is the natural destination for lumber from certain parts of the South.

JOHN BURROUGHS, the naturalist, took occasion to say things about the new school of nature writers some time ago. Ginn & Co., Boston, publishers for William J. Long, one of the nature writers about whom things were said, have compiled an interesting booklet of things that were said back about Mr. Burroughs. The controversy in not interesting, but the booklet is.

A THOROUGHLY forceful four-page folder about the candy made by J. F. Bauer & Co., Ottumwa, Iowa, tells retail dealers how these goods are made and what entitles them to the trade name "Perfection." Such literature deserves better printing. It is not wise to put a cover on a four-page booklet—better make a straight out-and-out folder. Set the next in one face of type and use better paper.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned last are characterized by a \*.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (⊙), the so-called gold marks, denoting superior excellence in quality of circulation. **Ⓢ** Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

**Anniston.** Evening Star. Daily average for 1903, 1,150. Weekly '03, 2,216 (\*) guaranteed. Last six months, 1903, daily 1,750 guaranteed. Largest daily and weekly circulation in Anniston district. Weekly edition: *The Republic*.

**Birmingham.** Birmingham News. Daily av. for 1903, 17,488 (\*); last 6 months 1903, 18,052; guaranteed.

**Birmingham.** Ledger. dy. Average for 1902, 18,980 (34). Av. for Aug., 1903, 17,586, guaranteed.

**Montgomery.** Advertiser. Advertiser Co. Average circulation for 1903, guaranteed, daily 11,071 (\*)(⊙), wly, 18,067 (\*), Sp. 15,051 (\*).

## ARIZONA.

**Bisbee.** Review. daily. W. B. Kelley, pub. In 1903 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

**Phoenix.** Republican. Daily average for 1902, 5,820 (47). Logan & Cole Special Agency, N. Y.

## ARKANSAS.

**Fort Smith.** Times. daily. In 1902 no issue less than 1,000 (53). Actual average for August, September, October, 1903, 8,109.

**Little Rock.** Arkansas Methodist. Geo. Thornburgh, publisher. Actual average 1903, 10,000.

**Little Rock.** Gazette, daily and Sunday. Arkansas' Leading Newspaper. Established 1819. Aver. 1903, Daily 7,904 (\*), Sunday 9,840 (\*). The only Arkansas newspaper that permitted the A. A. to examine its circulation. Smith & Thompson, Special Repre., New York & Chicago.

## CALIFORNIA.

**Fresno.** Morning Republican, daily. Average for 1903, 4,644 (67). E. Katz, Special Agent, N. Y.

**Oakland.** Tribune, daily. Average for 1902, 9,959 (75). Tribune Publishing Company.

**San Diego.** San Diegoan Sun. Daily average for 1902, 2,723 (80). W. H. Porterfield, pub.

**San Francisco.** Argonaut, weekly. Average for 1902, 15,165 (31). E. Katz, Special Agent, N. Y.

**San Francisco.** Bulletin. R. A. Crothers. Av. for 1902, daily 49,159. Sunday 47,802 (80).

**San Francisco.** Call, d'y & S'y. J. D. Spreckels. Aver. for 1902, d'y 60,835, S'y 71,544 (80). Av. 1903, daily 61,084 (\*); S'day 82,015 (\*)

**San Jose.** Evening Herald, daily. The Herald Co. Average for year end, Aug., 1902, 8,597 (86).

**San Jose.** Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,266 (86).

**San Jose.** Pacific Tree and Vine, mo. W. H. Bohman. Actual average, 1903, 6,185 (\*).

## CONNECTICUT.

**Hartford.** Times, daily. Average for 1902, 16,509 (\*). Perry Lukens, Jr., N. Y. Rep.

**Meriden.** Morning Record and Republican. Republica Pub. Co. Dy. av. for 1902, 7,537 (112).

**New Haven.** Evening Register, daily. Actual av. for 1903, 15,571 (\*); Sunday, 11,292 (\*).

**New Haven.** Palladium, daily. Average for 1903, 7,625 (\*). E. Katz, Special Agent, N. Y.

**New Haven.** Union. Av. for 1903, 15,827 (\*) S'y 8,260 (\*). E. Katz, Special Agent, N. Y.

**New London.** Day, ev'g. Av. 1903, 5,618 (\*) (115). Average gain in past year, 415.

**Norwich.** Bulletin, daily. Bulletin Co. publishers. Average for 1902, 4,659 (115). Actual average for 1903, 4,988 (\*).

**Waterbury.** Republican. Daily average 1903, 5,846 (\*). La Coste & Maxwell, Spec. Agts, N. Y.

## COLORADO.

**Denver.** Post, daily. Post Printing and Publishing Co. Average for 1903, 24,795 (97). Average for January, 1904, 45,209. Gain, 9,259.

**Ⓢ** The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## DELAWARE.

**Wilmington.** Morning News, daily. News Publishing Co. pubrs. Av. for 1903, 9,988 (\*).

## DISTRICT OF COLUMBIA.

**Washington.** Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 34,088 (\*) (⊙).

**National Tribune.** weekly. Average for 1902, 104,599 (123). First six mos. 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.

## FLORIDA.

**Jacksonville.** Metropolis, daily. Aver. 1902, 8,598 (\*). Av. last 6 months, 1903, 8,229.

**Pensacola.** Journal, mornings, ex. Mon. Av. 1902, 2,441. Av. 1903, 2,929 (\*); Dec. 1903, 5,190.

**Tampa.** Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1902, 5,608 (132).



# A Roll of Honor—Continued.

## GEORGIA.

Atlanta, Journal, dy. Av. 1902, 37,828. Semi-wy. 34,105 (135). Present average, 39,884.

Atlanta, News. Actual daily average, 1903, 20,104 (\*). Ac. December 1903, 22,720.

Atlanta, Southern Cultivator, agriculture, semi-mo. Actual average for 1903, 30,135 (\*).

Atlanta, Wesleyan Christian Advocate. Actual weekly average for 1903, 10,800 (\*).

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Ac. for 1903, 1,640 (\*).

## IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, d'y 2,761 (\*), w'y 3,475 (\*) (151).

## ILLINOIS.

Calro, Citizen, weekly. Actual average, 1903, 1,110 (\*). Daily, average 1903, 818 (\*); Jan. 1904, 1,000; weekly, 1,125.

Champaign, News. In 1902 no issue less than 1,100 daily and 3,400 weekly (163). In November, 1903, no daily issue less than 2,400.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1902, 6,083 (176).

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,425 (167).

Chicago, Bakers' Helper, monthly. H. R. Cissold. Average for 1903, 4,175 (\*) (©©).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1903, 60,052 (167). Actual average for 1903, 67,880 (\*).

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000 (\*).

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1903, 4,854 (\*) (©©).

Chicago, Home Defender, mo. T. G. Mauritzsen. Act. av. 1903, 3,409. Last 3 mos. 1903, 34,000.

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166 (181). Average ten months 1903, 22,100.

Masonic Voice-Review, mo. Average for 1902, 26,041 (183). For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1902, 2,966 (183).

Chicago, Musical Lender and Concert-Goer, wy. Aver. year ending January 4, 13,458 (\*).

Chicago, National Harness Review, mo. Av. for 1903, 5,291 (183). First 3 mos. 1903, 6,250.

Chicago, National Laundry Journal, semi-monthly. Actual average for 1903, 4,968 copies.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041 (183).

Chicago, Record-Herald. Average for 1903, daily 154,218 (\*). Sunday 191,817 (\*).

Chicago, The Operative Miller, monthly. Actual average for 1903, 5,666 (183).

Chicago, Tribune, daily. Tribune Co. In 1902, YA (©) (166).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,375 (192). Average first six months 1903, 14,885.

Evanston, Correct English: How to Use It, mo. Average for year ending Oct., 1902, 9,750 (194).

Kewanee, Star-Courier. Average for 1902, daily 2,410, weekly 1,522 (203). Average guaranteed circulation daily for August, 1903, 3,006.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 22,742 (219).

Rockford, Register Gazette. Dy. av. for 1902 5,534, s-wy. 7,052 (223). Shannon, 150 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540 (\*). La Cote & Maxwell, N. Y.

## INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,218 (244). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Evansville, Journal-News. Av. for 1902, d'y 11,910, s'y 11,508 (244). E. Katz, Sp. Agt., N.Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Aver. Jan., 1904—actual sales—76,160.

Lafayette, Morning Journal, daily. Actual average 1903, 4,002 (\*); January, 1904, 4,479.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for 1902, 3,757 (257). For 1903, 5,295 (\*). December, 1903, 5,675.

Muncie, Star, d'y and s'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, s'y 16,555. (260).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (262).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (264).

Richmond, Evening Item. Sworn d'y. av. for 1903, 5,552 (\*). Same for August, 1903, 5,742.

South Bend, Tribune. Sworn daily average 1903, 5,718 (\*). Sworn ac. for Dec., 6,150.

## INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, d'y, 1,951 (\*); w-y, 2,872 (\*).

## IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1904, 1,400 (283).

Burlington, Gazette, dy. Thos. Stivers, pub. Average for 1903, 5,864 (\*); Jan., 1904, 6,050.

Davenport, Times. Dy. av. 1903, 8,055 (\*), s. w-y, 1,660 (\*). Dy. av. October, 1903, 8,526. Cir. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903 31,898 (\*) (293). Average for January, 1904, 34,818.

Des Moines, Comopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Des Moines, News, daily. Aver. 1902, 37,118 (293). First 3 mos. 1903, aver., sworn, 41,871 net.

Des Moines, Spirit of the West wy. Horses and live stock. Average for 1902, 6,095 (294).

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average January, 1903, 20,605 (304).

Muscatine, Journal, dy. av. 1902 3,712, s-wy. 2,711 (315). Dy. av. last 6 months 1903 4,158.

Ottumwa, Courier. Daily av. 1903, 4,513 (\*); semi-weekly 7,536 (\*).

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 3,681 (323).

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,428 (\*), dy. av. for Dec. 19,982. Records always open. More readers in its field than of all other daily papers combined.

Waterloo, Courier, daily av. 1903, 2,967 (\*). Last 6 mos. 1903, 2,057. S-wy, 1,942.

## KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, on receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,309 (343).

Hutchinson, News, d'y and w'y. W'y. during 1903, no issue less than 1,920 (346). E. Katz, N.Y.

# A Roll of Honor—Continued.

**Topeka.** Western School Journal, educational monthly. Average for 1903, 8,125 (\*).

**Wichita.** Eagle, d'y and w'y. Av. 1902, d'y 16.-781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

## KENTUCKY.

**Cloverport.** Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,348 (368).

**Harrodsburg.** Democrat. Best weekly in best section Ky. Av. 1902, 5,582 (\*); growing fast.

**Lexington.** Leader. Av. for 1902, 2,828 (\*). w'y, 2,806, sy. 4,092 (\*). E. Katz, S. A., N. Y.

**Louisville.** Evening Post, dy. Evening Post Co., pub. Actual average for 1902, 26,895 (374).

**Paducah.** Sun, daily. Average, 1902, 2,181 (\*); for December, 1902, 2,268.

## LOUISIANA.

**New Orleans.** Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,895. Official journal city New Orleans.

**New Orleans.** Louisiana Planter and Sugar Mir, w'y. In 1903 no issue less than 5,000 (367).

**New Orleans.** The Southern Buck, official organ of Elklod in La. and Miss. Av. '02, 2,866.

## MAINE.

**Augusta.** Comfort, mo. W. H. Gannett, pub. Actual average for 1902, 1,274,766 (361).

**Augusta.** Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,185 (361).

**Bangor.** Commercial. Average for 1903, daily 8,818 (\*); weekly 29,000 (\*).

**Dover.** Piscataquis Observer. Actual weekly average 1902, 1,905 (\*).

**Lewiston.** Evening Journal, daily. Aver. for 1902, 6,814 (\*). (C). w'y 15,482 (\*). (C).

**Phillips.** Maine Woods and Woodsman, weekly. J. W. Brackett. Average for 1902, 8,041 (\*).

**Portland.** Evening Express. Average for 1902, daily 11,740 (\*). Sunday Telegram 8,000 (\*).

## MARYLAND.

**Baltimore.** News, daily. Evening News Publishing Co. Average 1902, 41,583 (402). For January, 1904, 47,589.

## MASSACHUSETTS.

**Boston.** Evening Transcript (C) (412) Boston's tea table paper. Largest amount of week day adv.

**Boston.** Globe, average for 1902: daily, 196,579; Sunday, 276,296 (412-413). Average for 1902, dy. 195,554, sy. 297,824. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

**Boston.** New England Magazine, monthly. America Co., pub. Average 1902, 21,580 (420).

**Boston.** Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (C) (C)

**Boston.** Post, dy. Average for 1902, 174,178 (111). Av. for Dec., 1902, dy. 195,919, sy. 188,715. Largest p.m. or a.m. sale in New England.

**Boston.** Traveler. Est. 1824. Actual daily av. 1902, 78,859. In 1902, 76,666 (\*). October, November, December, 1902, 78,555.

**Boston.** Evening circulation in New England. Repr.: Smith & Thompson, N. Y. & Chicago.

**East Northfield.** Record of Christian Work, mo. Av. for yr. end'd Dec. 31, 1902, 20,250 (\*).

**Gloucester.** Daily Times. Average for 1902, 6,247 (627). First seven months 1902, 6,629.

**Lawrence.** Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (428).

**Salem.** Little Folks, mo., juvenile. S. E. Camino. Average for 1902, 75,250 (434).

**Springfield.** Good Housekeeping, mo. Av. for 1902, 105,666 (536). For year end, Dec., 1902, 125,992. All advertisements guaranteed.

**Springfield.** Republican (435). Aver. 1902, dy. 15,406 (C), Sunday 18,948 (C), w'y. 4,177.

**Worcester.** Evening Post, daily. Worcester Post Co. Average first 6 months, 1902, 11,214.

**Worcester.** L'Opinion Publique, French, dy. Act. av. Nov., 1902, 4,990; Dec., 5,175.

## MICHIGAN.

**Adrian.** Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Average for 1902, 3,918 (\*).

**Detroit.** Free Press. Average for 1902, daily 41,952, Sunday 51,260 (450).

**Detroit.** Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

**Grand Rapids.** Evening Press, dy. Average for 1902, 38,216 (456). First 6 mos., 1902, 36,194.

**Jackson.** Citizen, daily. James O'Donnell, pub. Actual average for 1902, 3,887 (461). Average for first six months 1902, 4,328.

**Jackson.** Press and Patriot. Actual daily average for 1902, 5,649 (\*). Av. Jan. '04, 6,122.

**Kalamazoo.** Evening Telegraph. Last six months 1902, dy. 8,866, a.m. 8,681. Daily aver. December, 1902, 9,069. Guarantees largest and best circulation in the city and surrounding territory.

**Kalamazoo.** Gazette-News, 1902, daily, 8,671 (\*). Guarantees 3,500 more subscribers than any other daily paper published in the city. Av. 3 mo's to Jan. 1, 9,276.

**Saginaw.** Evening News, daily. Average for 1902, 9,843 (473). January, 1904, daily 16,169.

## MINNESOTA.

**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1902, 78,854 (\*). (406). Actual average January, 1904, 78,500.

**Minneapolis.** Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (406).

**Minneapolis.** Journal, daily. Journal Printing Co.

**"The Great Daily of the Great Northwest."**

GREAT RECORD FOR JANUARY.

THE MINNEAPOLIS JOURNAL has again demonstrated right to its title of "The Great Daily of the Great Northwest," having carried in 26 issues in January 1,311 columns of PAID advertising, while its nearest competitor carried 882 columns, or nearly 50 per cent less.

By eliminating objectionable medical advertising, which THE JOURNAL would not carry, from the amount of its nearest competitor, THE JOURNAL carried as much advertising in its 26 issues as its competitor carried in its 26 daily and five big Sunday issues.

AS TO CIRCULATION.

During January THE JOURNAL'S circulation showed the gratifying daily average of

**61,463 Copies,**

which go directly to the homes, consequently the best advertising medium in the Northwest.

**The Minneapolis Journal**

ACCEPTS NO OBJECTIONABLE MEDICAL ADVERTISING, AND IS THE ONLY CLEAN, HIGH-GRADE, TWO-CENT PAPER IN MINNEAPOLIS.

M. LEE STARKE, Manager General Advertising, Tribune Building, New York.

Tribune Building Chicago.

**Minneapolis.** N. W. Agriculturist, a-mo. Feb. '05, 75,165 (408). 75,000 guar'd. 3cc. apate line.

**Northwestern Miller,** weekly. Miller Publishing Co. Average for 1902, 4,900 (C) (407).

**Minneapolis.** Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1902, 49,057 (\*).



# A Roll of Honor—Continued.

**Minneapolis, The Housekeeper;** household monthly. Actual average 1903, 266,250 (\*).

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1902, daily, 66,873 (986); Sunday, 56,550. For 1903, daily average, 72,852; Sunday, 61,074. Daily average, last quarter of 1903, was 77,129; Sunday, 62,924. Daily average for January, 1904, was 79,081.



The only Minneapolis daily listed in *Rosell's American Newspaper Directory* that publishes its circulation over a considerable period down to date in *ROLL OF HONOR*, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

**Owatonna, Chronicle,** semi-w'y. Av. for 1903, 1,896 (\*). *Owatonna's* leading newspaper. Present circulation, 3,100.

**St. Paul, Der Wanderer,** with ag'l sup., *Der Farmer* in Westen, w'y. Av. for 1903, 10,500 (\*).

**St. Paul, Dispatch,** d'y. Aver. 1902, 49,052 (306). Present aver. 55,181. **ST. PAUL'S LEADING NEWSPAPER.**

**St. Paul, Globe,** daily. *Globe Co.* publishers. Actual average for 1902, 22,825 (505). First 9 mos. 1903, 21,529.

**St. Paul, News,** d'y. Aver. 1902, 50,619 (505). First 9 mos. 1903, sworn average 54,081 net.

**St. Paul, Pioneer-Press.** Daily average for 1902 24,151, Sunday 30,986 (506).

**St. Paul, The Farmer,** ag'l., s.-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end Feb., '03, 67,575 (507). Act. present av. 80,000.

**St. Paul, The Jolly Elk,** mo. Av. 1902, 2,891 (507). Last six months 1903, sworn to, 3,889.

**Winona, Republican and Herald,** daily. Average 1902, 5,202 (512); 1903, 4,044 (\*).

**Westlicher Herold.** Av. 1902, 22,519 (\*); Sonntag Winona, 28,111 (\*); Volksbl. des Westens, 26,045 (\*).

## MISSISSIPPI.

**Vicksburg, American,** daily. In 1902, no issue less than 1,550 (522). In 1903, 1,900 copies.

## MISSOURI.

**Joplin, Globe,** daily. Average for 1903, 10,510 (\*) (541). E. Katz, Special Agent, N. Y.

**Kansas City, Journal,** d'y and w'y. Average for 1902, daily 56,876, weekly 161,109 (541).

**Kansas City, Weekly Implement Trade J'n'l.** Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,895.

**Kansas City, World,** daily. Aver. 1902, 62,978 (545). First 9 mos. 1903, aver., sworn, 61,452.

**Merion, American Farm and Orchard,** agric. and hort., mo. Actual average for 1902, 4,828 (548). Actual aver. May, June, July, 1903, 15,667.

**St. Joseph, Medical Herald,** month'y. Medical Herald Co. Average for 1902, 7,475 (567).

**St. Joseph, News and Press.** Daily aver. for 1903, 20,418 (\*) Last 3 mos. 1903, 25,065.

**St. Joseph, 309 S. 7th St., Western Fruit Grower,** w'y. Aver. for 1902, 22,287 (557). Rate 15c. per line. Circulation 20,000 copies guaranteed.

**St. Louis, Medical Brief,** mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 57,950.

**National Farmer and Stock Grower,** mo. At 13 mos. end Dec., '03, 106,625. 1902, 68,585 (563).

**St. Louis, The Woman's Magazine,** month'y. Women and home. Lewis Pub. Co. Proven average for 1902, 908,828. Actual proven average for first 9 mos. in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

## MONTANA.

**Anaconda, Standard.** Daily average for 1902 11,204 (572). **MONTANA'S BEST NEWSPAPER.**

**Butte, Inter-Mountain,** daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

**Helena, Record,** evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,309.

## NEBRASKA.

**Lincoln, Daily Star.** Actual average for 1903, 11,165 (\*), January, 1904, 12,225.

**Lincoln, Deutsch-American Farmer,** weekly (500). Actual average for 1903, 158,525 (\*).

**Lincoln, Freie Presse,** weekly (500). Actual average for 1903, 159,406 (\*).

**Lincoln, Nebraska Teacher,** month'y. Towne & Abtree, pub. Average for 1902, 5,100.

**Lincoln, Western Medical Review,** mo. Av. gr. adv. May, 1903, 1,500. In 1902, 1,660 (591).

**Omaha, Den Danske Pioneer,** w'y. Sophus F. Nebbe Pub. Co. Average for 1902, 28,478 (594).

**Omaha, News,** daily. Aver. for 1902, 23,777 (594). First 9 mos. 1903, sworn aver. 40,055.

## NEW HAMPSHIRE.

**Franklin Falls, Journal-Transcript,** weekly. Towne & Robie. In 1902, no issue less than 3,460.

**Manchester, News,** daily. Herb. N. Davison. Average for 1902, 7,500 (599).

*Leith & Stuart, N. Y. Rep., 150 Nassau St.*

## NEW JERSEY.

**Asbury Park, Press,** d'y. J. L. Kinmonth, pub. Actual average 1903, 2,792 (\*). In 1902, 3,556.

**Camden, Daily Courier.** Est. 1878. Net average circulation for year end. Oct., '03, 6,825 (\*).

**Camden, Post-Telegram.** Actual daily average, 1903, 5,798 (\*), sworn. Jan., 1904, 5,829.

**Elizabeth, Evening Times.** Sworn aver. 1902, 3,885 (616). 6 mos. 1903, 4,228.

**Elmer, Times,** weekly. S. P. Foster. Average for 1903, 2,111 (\*).

**Hoboken, Observer,** daily. Actual average 1902, 18,097 (619); Sept., 1903, 22,751.

**Jersey City, Evening Journal,** d'y. Av. for 1903 19,012 (\*). Last 3 months 1903, 20,659.

**Newark, Evening News.** Evening News Pub. Co. Av. for 1903, d'y 58,896 (\*). Sy 16,291 (\*).

**Newmarket, Advertiser-Guide,** mo. Stanley Day, publisher. Average for 1902, 5,041 (625).

**Red Bank, Register,** weekly. Est. 1878. John H. Cook. Actual average 1903, 2,961 (\*).

## NEW YORK.

**Albany, Journal,** evening. Journal Co. Average for 1903, 16,627 (\*); December, '03, 17,056.

**Albany, Times-Union,** every evening. Establ. 1856. Average for 1902, 25,254 (635).

**Binghamton, Evening Herald,** daily. Evening Herald Co. Average for 1903, 11,515 (\*).

**Buffalo, Courier,** morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,815, evening 50,401 (641).

**Buffalo, Evening News.** Dy. av. 1902, 74,254 (641). Smith & Thompson, Rep., N. Y. & Chicago.

**Catskill, Recorder,** weekly. Harry Hall, editor. 1903 av., 2,408 (\*). At last 3 mo's, 2,494.

**Cortland, Democrat,** weekly. F. C. Parsons. Actual average for 1902, 2,228 (647).

**Elmira, Ev'g Star.** Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation. *Leith & Stuart, N. Y. Rep., 150 Nassau St.*

# A Roll of Honor—Continued.

**Ithaca, News, daily.** Ithaca Publishing Co. Average for 1902, **\$,116** (656). *Av. for Sept. 1903, 4,500.* *Leith & Stuart, N.Y. Rep., 150 Nassau St.*

**Le Roy, Gazette, Est. 1826.** Av. '03, **2,954** (\*). *Larg. w'y. circ. Genesee, Orleans & Niagara Cos.*

**Newburgh, News, dy.** Av. for 1902, **4,257** (666). *Guaranteed by affidavit or personal investigation.*

## New York City.

**American Engineer, m'y.** R. M. Van Arsdale, pub. Av. 1902, **\$,516** (681). *Av. for '03, \$,875* (\*).

**American Machinist, w'y, machine construe.** (Also European ed.) Av. 1902, **18,561** (600) (670).

**Amerikanische Schweizer Zeitung, w'y.** Swiss Pub. Co., 63 Trinity pl. Av. for 1902, **15,000** (671).

**Army & Navy Journal, Est. 1863.** Weekly aver. for 1903, **9,026** (\*). *W. C. & F. P. Church, Pubs.*

**Automobile Magazine, monthly.** Automobile Press. Average for 1902, **5,750** (686).

**Baker's Review, monthly.** W. R. Gregory Co., publishers. *Actual average for 1903, 4,450* (\*). *Average for last three months 1903, 4,700.*

**Benziger's Magazine, family monthly.** Benziger Bros. Average for 1902, **28,479** (686).

**Caterer, monthly.** Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, **5,833** (687).

**Cheerful Moments, monthly.** Geo. W. Willis Publishing Co. Average for 1902, **208,333** (687).

**Clipper, weekly (Theatrical).** Frank Queen Pub. Co., Ltd. Av. for 1902, **26,544** (600) (678).

**Delineator, fashion mo.** Butterick Pub. Co., Ltd. Est. 1873. Av. 1902, **721,909** (688). *Act. av. circ'n for 6 months ending June, 1903, 876,987.*

**Dry Goods, monthly.** Max Jaegerhuber, publisher. *Actual average for 1903, 4,566* (\*).

**El Comercio, mo.** Spanish export. J. Shepard Clark Co. Average for 1902, **5,875** (689).

**Electrical Review, weekly.** Electrical Review Pub. Co. Average for 1902, **6,212** (600) (674).

**Elite Styles, monthly.** Purely fashion. *Actual average for 1903, 62,125* (\*).

**Engineering and Mining Journal, weekly.** Est. 1866. Average 1902, **10,000**, (600) (674).

**Forward, daily.** Forward Association. Average for 1902, **31,709** (667).

**Frank Leslie's Popular Monthly, Frank Leslie Publishing House.** *Actual av. for 1902, 204,621* (690). *December, 1903, edition, 258,650 copies.*

**Haberdasher, mo., est. 1831.** *Actual average for 1903, 7,166* (\*). *Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

**Hardware, semi-monthly.** Average for 1902, **8,502** (683); average for 1903, **9,531**.

**Hardware Dealers' Magazine, monthly.** In 1903 no issue less than **17,000** (\*). (600).

**Junior Toilettes, fashion monthly.** Max Jaegerhuber, pub. *Actual average 1903, 86,540* (\*).

**Morning Telegraph, daily.** Daily Telegraph Co., pub. Average for 1902, **28,323** (668).

**Music Trade Review, music trade and art weekly.** Av. for 1902, **5,452** (677).

**New Idea Woman's Magazine, fashions, m'y.** New Idea Publishing Co. Established 1896. *Actual av. circulation for six months ending Dec., 1903, 179,500.*

**New Thought Magazine, moved to New York City.** Average ending January, 1903, **29,239** (183). *Average ending December, 1903, 104,977.* *av. The only medium for New Thought people.*

**Pharmaceutical Era, weekly, pharmacy.** D. O. Haynes & Co., pub., 8 Spruce street. (600) (679).

**Pocket List of Railroad Officials, qly.** Railroads & Transp. Av. '02, **17,696** (702); av. '03, **17,992**.

**Police Chronicle, weekly.** Police Chronicle Pub. Co. Average for 1903, **4,914** (\*).

**Printers' Ink, weekly.** A journal for advertisers. \$5.00 per year. Geo. P. Rowell. Est. 1883. *Average for 1903, 11,001* (\*). *First seven weeks 1904, actual average 12,092.*

**Railroad Gazette, railroad and engineering weekly.** 63 Fulton street. Est. 1856. (600) (680).

**The Central Station, monthly.** H. C. Cushing, Jr. Av. for year ending May, 1902, **3,488** (687).

**The Designer, fashions, monthly.** Standard Fashion Co. Established 1894. *Actual av. circulation for six months ending December, 1903, 238,528.*

**The Iron Age, weekly, established 1855** (600) (676). *For more than a generation the leading publication in the hardware, iron, machinery and metal trades.*

**Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:**

*"Awarded November 30, 1901,  
"by Printers' Ink, the Little  
"Schoolmaster in the art of  
"Advertising, to The Iron Age,  
"that paper, after a canvass-  
"ing of merits extending over  
"a period of ten months, hav-  
"ing been pronounced the one trade paper in the  
"United States of America that, taken all in all,  
"renders its constituency the best service and best  
"serves its purpose as a medium for communica-  
"tion with a specified class."*

**The Ladies' World, mo., household.** Average net paid circulation, 1903, **480,155** (\*).

**The New York Times, daily.** Adolph S. Ochs, publisher. 1902 A. (600) (660).

**The World. Actual aver. for 1903, Morn., 278,607** (\*), *Ev'g, 557,102* (\*). *S'y, 388,650* (\*).

**Toilettes, fashion, monthly.** Max Jaegerhuber, publisher. *Actual average for 1903, 61,800* (\*).

**Wiltshire's Magazine.** Gaylord Wiltshire, ed., 123 E. 2 d St. Act. av. ending Sept., 1902, **46,000** (1028). *Actual av. first eight mos., 1903, 100,625.*

**Rochester, Case and Comment, mo. Law.** Av. for 1902, **30,000** (715); 4 years' average, **30,156**.

**Schenectady, Gazette, daily.** A. N. Lacey. Average for 1902, **9,097** (718). *Actual average for 1903, 11,623* (\*).

**Syracuse, Evening Herald, daily.** Herald Co., pub. *Aver. 1903, dy. \$5,107* (\*). *S'y \$5,496* (\*).

**Utica, National Electrical Contractor, mo.** Average for 1902, **2,292** (723).

**Utica, Press, daily.** Otto A. Meyer, publisher. Average for 1902, **15,618** (723).

**Warsaw, Western New Yorker, weekly.** Levi A. Cass, publisher. Average for 1902, **3,468** (724).

**Wellsville, Reporter.** Only dy. and s-w'y. In Co. Av. 1903, dy. **1,124** (\*); s-w'y., **2,958** (\*).

**Whitehall, Chronicle, weekly.** Inglee & Tefft. Average for 1902, **4,182** (726).

## NORTH CAROLINA.

**Charlotte, Observer.** North Carolina's foremost newspaper. *Act. d'y av. 1903, 5,582* (\*). *S'y, 6,791* (\*); semi-w'y., **3,800** (\*).

**Elizabeth City, Tar Heel, w'y.** In 1903 no issue less than **2,500** copies (\*).

**Raleigh, Biblical Recorder, weekly.** Average 1902, **7,625**. *Six months 1903, 8,691.*

## NORTH DAKOTA.

**Grand Forks, Normanden, weekly.** Norman Pub. Co. Average for 1903, **5,451** (\*).



# A Roll of Honor—Continued.

Herald, dy. Av. for '02, **5,470** (\*). Guarantees **5,000**. North Dakota's **BIGGEST DAILY**. La Cote & Maxwell, N. Y. Rep.

Wabpeton, Gazette. Aver. 1903, **1,564** (\*). Largest circ. in Richland County. Home print.

## OHIO.

Akron, Beacon Journal. D'y av. 1903, **8,208** (700). La Cote & Maxwell, N. Y., Eastern reps.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, **8,558** (762).

Cincinnati, Enquirer. Established 1842. Daily (90), Sunday (90) (761). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, **18,088** (764). Actual average for 1903, **48,625** (\*). Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH USGROW.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, **10,107** (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, **2,584** (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, **148,018** (761). Act. aver. for first six months 1903, **147,601**.

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec. 31, '03, **15,750**.

Cleveland, Tribune, weekly. Tribune Publishing Company. Average for 1903, **80,247** (\*).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, **24,989** (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, **4,958** (771).

Dayton, News, dy. News Pub. Co. Average for 1903, **16,407** (\*), January, 1904, **16,815**.

Dayton, Young Catholic Messenger, semi-mo. Geo. A. Phaum. Aver. for 1903, **81,125** (\*).

Lancaster, Fairfield Co. Republican. In Aug. '02, no issue less than **1,650** for 2 years (783).

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, **811,220** (800). Actual average for first six months, 1903, **840,876**.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, **562,666** (800). Actual average for first six months, 1903, **585,166**.

Toledo, Medical and Surgical Reporter, mo. Actual average 1903, **10,088** (\*).

## OKLAHOMA.

Guthrie, Oklahoma Farmer, w'y. Actual average 1903, **28,020** (\*).

Guthrie, Oklahoma State Capital, dy. and w'y. Aver. for 1903, dy. **20,082** (\*), w'y. **25,014** (\*). Year ending July 1, '03, dy. **19,868**; w'y. **23,119**.

## OREGON.

Astoria, Lannetor. C. C. C. Rosenberg, Finnish, weekly. Average 1902, **1,593** (820).

Portland, Evening Telegram, dy. (ex. Sun). Suorn cir. '03, **17,648** (\*). In '02, **16,866** (824).

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, **3,808**; first 3 mos. 1903, **4,912**.

## PENNSYLVANIA.

Bellefonte, Centre Democrat, w'y. Chas. R. Kurtz, Pub. Suorn acer. 1903, **8,804** (\*).

Chester, Times, ev'g d'y. Av. 1903, **8,187** (\*). N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Cannellville, Courier, weekly. Actual av. for 1902, **3,165** (833). The "Courier" has a daily issue since Nov. 1902; statement upon application.

Eric, Times, daily. Average for 1903, **11,208** (\*). E. Katz, Special Agent, New York.

Harriburg, Telegraph, dy. Actual daily aver. 1903, **10,886** (\*); representatives: E. J. Shannon, New York; Chas. A. Allen, Chicago.

Philadelphia, American Medicine, w'y. Av. for 1902, **19,837** (865). Av. March, 1903, **16,827**.

## The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of the "The Bulletin" for each day in the month of January, 1904:

1	109,783	17	Sunday
2	132,592	18	164,643
3	132,592	19	161,082
4	147,807	20	168,449
5	141,779	21	171,096
6	159,632	22	168,673
7	155,846	23	180,686
8	155,341	24	Sunday
9	153,416	25	172,757
10	Sunday	26	163,480
11	161,206	27	169,736
12	164,180	28	169,064
13	161,206	29	164,311
14	166,584	30	166,899
15	164,756	31	Sunday
16	161,886		

Total for 26 days, **4,143,836** copies.  
NET AVERAGE FOR JANUARY,

## 159,377 copies per day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.  
Philadelphia, February 3, 1904.

THE BULLETIN goes daily into more Philadelphia homes than any other medium.

THE BULLETIN has by many thousands the largest local circulation of any Philadelphia newspaper.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, **6,748** (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, **544,676**. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After a canvassing 'of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns.'"

Philadelphia, Press. Av. circ. over **100,000** daily. Net average for Dec., 1903, **114,594** (\*).

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (90) (865).

Philadelphia, Reformed Church Messenger, w'y. 1306 Arch st. Average for 1903, **8,558** (\*).

Philadelphia, Sunday School Times, weekly. Average for 1902, **101,815** (869). Average to July 1, 1903, **108,057**. Religious Press Asso., Phila.

Pittsburg, Chronicle-Telegraph. Aver., 1902, **67,542** (875). Suorn statement on application.

Pittsburg, Gazette, dy. and Sun. Aver. d'y 1902, **60,229** (876). Suorn statem't on application.



# A Roll of Honor—Continued.

**Pittsburg, Labor World, wy.** Av. 1903, 18,088 (\*). *Reaches best pd. class of workmen in U.S.*

**Pittsburg, Times, daily.** Wm. H. Seif, pres. Average for 1903, 64,648 (\*). Average first six months 1903, 64,871.

**Seranton, Times, every evg.** E. J. Lynett. Av. for 1903, 31,604 (\*). La Coste & Maxwell, N.Y.

**Warren, Forenings Vannen, Swedish, mo.** Av. 1902, 1,541 (889). Circulates Pa., N.Y. and O.

**Washington, Reporter, daily.** John L. Stewart, gen. mgr. Average for 1902, 5,857 (839).

**West Chester, Local News, daily.** W. H. Hodgson. Average for 1902, 15,086 (890).

**Williamsport, Grit, America's Greatest Weekly.** Net paid average 1903, 181,864 (\*). Smith & Thompson, keps., New York and Chicago.

**York, Dispatch, daily.** Dispatch Publishing Co. Average for 1903, 8,108 (\*).

## RHODE ISLAND.

**Providence, Daily Journal, 15,975 (606)** Sunday 18,281 (606). Providence Journal Co., pub.

**Westerly, Sun.** Geo. H. Etter, pub. Average 1903, 4,888 (\*). Only daily in So. Rhode Island.

## SOUTH CAROLINA.

**Anderson, People's Advocate, weekly.** G. P. Browne. Avcr. 1903, no issue less than 1,750 (\*).

**Charleston, Evening Post.** Actual daily average for 1903, 2,842 (\*).

**Columbia, State, daily.** State Co., publishers. Actual average for 1903, daily, 6,568 (\*); semi-weekly, 2,015 (\*); Sunday, 7,705 (\*).

## SOUTH DAKOTA.

**Sioux Falls, Argus Leader, Tomlinson & Day, publishers.** Actual daily average for 1903, 5,819 (516). Actual daily aver. for 1903, 8,882 (\*).

## TENNESSEE.

**Chattanooga, Southern Fruit Grower, mo.** Actual average 1903, 17,555 (\*). Rate, 9 cents per line. Average for January, 1904, 19,177.

**Gallatin, Semi-weekly News.** In 1902 no issue less than 1,550 (925). First 6 mos. 1903, 1,425.

**Knoxville, Sentinel, daily.** Average 1903, 9,691 (\*). Last six months 1903, 10,168.

**Lewisburg, Tribune, semi-weekly.** W. M. Carter. Actual average 1903, 1,201 (\*).

**Memphis, Commercial Appeal, daily.** Sunday and weekly. Average 1903, daily 28,989 (\*). Sunday 88,080 (\*). weekly 71,821 (\*). (927). Dec. 1903, dy. 28,989, Sy. 41,470, wy. 81,861.

**Memphis, Morning News.** Actual daily average for 1903, 17,594 (\*).

**Nashville, Banner, daily.** Av. for year ending Feb. 1903, 16,078 (929). Av. for Oct. 1903, 20,025. Only Nashville & y eligible to Roll of Honor.

**Nashville, Christian Advocate, w'y.** Bigham & Smith. Average for 1902, 14,241 (929).

**Nashville, Merchant and Manufacturer.** Commercial; monthly. Average for nine months ending December, 1903, 5,111 (\*).

**Nashville, Progressive Teacher and South'n School Journal, mo.** Av. for 1902, 8,400 (930).

## TEXAS.

**Dallas, Retail Grocer and Butcher, mo.** Julian Capers, publisher. Average for 1902, 1,000 (944).

**Denton, Denton Co. Record and Chronicle, w'y.** W. C. Edwards. Av. for 1902, 2,744 (948).

**El Paso, Herald, daily.** Average for 1902, 2,245 (946). J. P. Smart, Direct Representative, 150 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are ruled. No one doubts the accuracy of the HERALD rating, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 22, 1903.

**La Porte, Chronicle, weekly.** G. E. Koppie, publisher. Average for 1902, 1,229 (954).

**Paris, Advocate, dy.** W. N. Furey, pub. Actual average, 1903, 1,827 (\*).

**Sherman, Democrat, Av.** 1903, dy. 1,019 (\*); wy., 4,250 (\*). Liquor ads excluded. Solid clean business. 24 years under same management.

## UTAH.

**Ogden, Standard.** Wm. Glassman, pub. Av. for 1902, daily 4,028, semi weekly 3,081 (970).

## VERMONT.

**Rare, Times, daily.** F. E. Langley. Avcr. 1902, 2,354 (974). Last six months 1903, 2,856.

**Burlington, News.** Jos. Auld. Actual daily aver. 1903, 5,046 (\*), aver. December 5,886.

## VIRGINIA.

**Norfolk, Dispatch, daily.** Daily average for 1902, 5,098 (985). Actual av. for 1903, 7,482 (\*).

**Richmond, News Leader, every evening except Sunday.** Daily average February 1, 1903, to February 1, 1904, 27,414 (\*). The largest circulation between Washington and Atlanta.

## WASHINGTON.

**Spokane, Saturday Spectator, weekly.** Frank Leake. Average for 1902, 5,886 (999).

**Tacoma, Daily News, dy.** Av. 92, 13,659 (1006). Av. 9 mos. 1903, 14,014. Saturday issue, 17,222.

**Tacoma, Ledger.** Dy. av. 1902, 10,986; Sy., 14,195; wy., 7,414 (1001). Av. 7 mos. 1903 exceeds: Dy., 12,500; Sy., 15,500; wy., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.

## WEST VIRGINIA.

**Parkersburg, Sentinel, daily.** R. G. Hornor, pub. Average for 1902, 2,804 (1009).

**Wheeling, News, d'y and S'y.** News Pub. Co. Average for 1902, d'y 8,026, S'y 8,805 (1011).

## WISCONSIN.

**Madison, Amerika, weekly.** Amerika Publishing Co. Average for 1902, 9,496 (1036).

**Milwaukee, Badger, monthly.** Badger Pub. Co. Avcr. for year ending March, 85,822 (1032); since October, 60,000. Rate, 30c. a line.

**Milwaukee, Evening Wisconsin, d'y.** Evg. Wisconsin Co. Av. for 1903, 21,981 (\*). December, 1903, 25,090, January, 1904, 28,575 (606).

**Milwaukee, Journal, daily.** Journal Co., pub. Av. for 1903, 28,504 (\*). Jan., 1904, 34,478.

**Oshkosh, Northwestern, daily.** Average for 1903, 6,488 (\*).

**Racine, Journal, daily.** Journal Printing Co. Average for 1903, 8,702 (\*).

**Racine, Wisconsin Agriculturist, weekly.** Average for 1902, 27,515 (1039). For 1903, 38,181 (\*). Adv. \$2.10 per inch.

**Waupaca, Post, weekly.** Post Publishing Co. Average for 1902, 2,588 (1044).

## BRITISH COLUMBIA.

**Vancouver, Province, daily.** W. C. Nichol, publisher. Average for 1902, 8,927 (1051).

**Victoria, Colonist, daily.** Colonist P. & P. Co. Average for 1902, 8,574 (1051).

# A Roll of Honor—Continued.

## MANITOBA, CAN.

Winnipeg, *Der Nordwesten*, German w'y. Av. for 1903, 9,565 (\*), only medium in special field.

Winnipeg, *Free Press*, daily and weekly. Average for 1903, daily, 18,824 (\*); weekly, 18,908 (\*). (1084). Daily, January, 1904, 21,511.

## NOVA SCOTIA, CAN.

Halifax, *Herald and Evening Mail*. Av. 1902, 8,571. Av. 1903, 9,941 (\*). Dec., 1903, 11,875.

## ONTARIO, CAN.

Toronto, *Canadian Implement and Vehicle Trade*, monthly. Average for 1903, 5,875 (\*).

Toronto, *Star*, daily. Average for 1903, 20,971 (\*). January, 1904, 26,841.

## QUEBEC, CAN.

Montreal, *Herald*, daily. Est. 1808. Actual average for 1903, 22,515 (\*).

Montreal, *La Presse*. Trefle Berthiaume, publisher. Actual average 1902, daily 70,420. Average to Sept. 1st, 1903, 75,075 (1083).

Montreal, *Star*, dy. & wy. Graham & Co. Av. for '02, dy. 55,075, wy. 121,418 (1093). *Six mos.* end. May 31, '03, dy. av. 55,147, wy. 122,157.

Publishers barred from entry into the Roll of Honor because they had not the requisite qualification—that is, because they had not placed on file a detailed, signed and dated statement conforming to the rules of the American Newspaper Directory—have Now an opportunity to be admitted if they do the four things here specified :

- 1st.—Set down separately the number of complete and perfect copies printed of each issue during the 12 months preceding date of the statement.
- 2nd.—Divide the sum of the several issues by the number of separate issues, thus ascertaining the average issue.
- 3d.—The statement should be dated.
- 4th.—The statement should be signed by some person whose authority to give the information is either evident or stated.

If statements of the character specified are sent to the editor of PRINTERS' INK, he will edit the copy for the Roll of Honor and turn the statement over to the editor of the American Newspaper Directory for use in the 1904 edition of the Directory, now undergoing the thirty-sixth annual revision.

# \$50,000

## For Present Printers'

PRINTERS' INK believes that there are at least 50,000 men who would gladly subscribe to the paper if they were reached. It does not include the hundreds of young men and men who are in the advertising and who could do so by a systematic study of the paper.

PRINTERS' INK believes that its present subscribers are the Little Schoolmaster as an instructor and helper of the printer.

PRINTERS' INK is willing to pay its printer's subscription by securing the subscriptions of the new 50,000 subscribers.

As each of these prospective subscribers is found, the Little Schoolmaster, a coupon will be printed in each issue of this issue.

Tear this page out and hand it to some person who is likely to be interested and benefited by reading PRINTERS' INK at the bottom of the page.

If this page is returned to the office of PRINTERS' INK, my effort and use my best endeavor to secure the subscription. Should the effort be successful I will, immediately on the first of the year, mail you a check for *One Dollar*.

## There is No Limit to the Number of Coupons

If you wish more coupons than the one appearing on this page:

PRINTERS' INK has done more for the development of the printing single factor in this country; in fact, it has made its name upon its true merits and sterling value, subscribers are reading the advertising gospel.

Address CHAS. J. ZINGG, Publisher

# 00 in Cash

## ntes' Ink Subscribers.

are almost 50,000 business men in this country who have reached in the right way. This number does not include men who are interested in learning the art of systematic study of its weekly lessons.

Present subscribers can best testify to the value of the help in the practical affairs of everyday advertising. It costs its present subscribers \$1.00 each for locating and 1000 subscribers.

Subscribers must first be made acquainted with the Little Blue Book of PRINTERS' INK like the one on page 45

Some person of your acquaintance whom you think ready to read PRINTERS' INK, *first writing your own name*

of PRINTERS' INK I will credit you with your initial subscription as a regular subscriber for one year, and on receipt of his cash subscription for one

## of Dollars One May Earn Under This Offer.

Each week in PRINTERS' INK write for them.

The development of American advertising than any other has made American advertising what it is. And solely its subscribers are invited to assist in spreading its adver-

**GG, Business Manager and Managing Editor,**

**10 Spruce Street, New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

## ADVERTISING RATES:

Classified advertisements set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) on first or last cover, double price.

For second page or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 24, 1904.

THE editor and publisher of the *Cosmopolitan Magazine* makes a public appeal for an investigation by Congress of the Post Office Department, and asks the removal of the Postmaster-General and the Third Assistant Postmaster-General as a preliminary to any proper and honest investigation.

## HUMAN TALK.

A classification of the different kinds of advertising will reveal some funny things. Here is the highly developed, superheated writer. He is serious, solemn. He pronounces his judgment in tomb-like tones.

And now comes the ultra educated chap. Ten to one he is just from college, and his father or uncle has made a place for him in the advertising department until he could find an opening in some important part of the firm. He will dash in a little Greek and Latin and make allusion to what Aristotle or Caesar had to say.

Again, the funny man gets a chance. To him advertising is a supreme joke. Making fun and jingles about the goods is the height of his glory. Sometimes he can draw pictures as well as

write joke advertising. Great stunts these ads! They amuse everybody except the boss, because they don't pay.

Here comes the graduate from some great school of advertising. Got a diploma, you know, and a personal letter from the president of the school. Fine chap, but green.

There are a goodly number of business derelicts washed ashore on the sea of business. Because back in the home town they at one time hustled for news items on the local weekly, or edited a theater programme, they turn their attention to advertising until something really worth while turns up.

And who is to blame for all this masquerading in the name of advertising? The advertiser. He wouldn't let an inferior man answer a letter, but he will trust his advertising, the public talking part of his business, to any old person, so long as he is cheap and don't make too much trouble.

Some day our advertiser wakes up. He gets his first real lesson and finds that smartness, solemn talk or great learning won't produce good advertising.

Human talk is wanted. When the rubbish is cleared away, and we get down to brass tacks, this advertising business is as simple as A, B, C.

A whole band wagon full of college-bred theories can't compete with a hard-headed business man with a stub lead pencil and a sheet of wrapping paper in getting up good ads.

Remember, human talk.

The kind that appreciates the needs of the people. The kind that talks square-toed English, with no frills put on. If in the ordinary explanations a joke creeps in naturally, it is splendid stuff—helps to set off the ad and give it that real human touch that brings buyers.

Human talk.

It stirs the blood in old veins and sets young people to shouting. Get out your stub pencil and a big sheet of manilla wrapping paper. Dash out a few hot shots same as you would holler to a fellow across the street: "Come over here and

see the best clothes you ever saw in your life." When he "comes over" you go into detail, tell him all about the suits and why he should buy. The holler part is the heading of your ad. It is simply to attract attention—the first requirement of any ad. Then follows the human talk, all in one size Roman type, and sign your name.

You will have a splendid ad if you know how to talk. If you don't, get some one to talk for you, but be sure that you only employ just plain, every-day human talk.

THE Butterick Trio is advertised in three English advertising journals—*Progressive Advertising*, *Advertising* and the *Advertising World*. Roy V. Somerville, London advertising manager of the Trio, offers a prize of one guinea to the compositor who best expresses the underlying idea of the ad in type. The first guinea was won by the ad compositor of *Progressive Advertising* for using ordinary type in a way that gave almost the effect of an illustration.

"Don't wait until the iron's hot,  
But make it hot by muscle.  
Don't wait for the wealth your father's got,  
But take off your coat and hustle."

That's the word "Hustle," with a large H, for it is only through hustling that one achieves advertising success nowadays. No matter what you are—a bookkeeper, stenographer, advertising solicitor or clerk—work hard and do your work right. Don't grumble. The world has no time for grumblers. Be cheerful, even if it takes some effort to do it. And if in addition to doing what you are told, and doing it well, you do a little more—make suggestions that will tend to improve your work and show that you are using brains—you are on the road to Successville, that town for which many purchase "through" tickets and at which few arrive. But those who do reach the place get there only by the Hustle and Hard Work Railroad, the president of which is Mr. Perseverance; the superintendent, Mr. Energy, and the General Manager, Mr. Ambition.

THE Geo. H. Waterhouse Advertising Agency, Providence, R. I., mentioned in a recent list of advertising agents, is in bankruptcy.

LORD & THOMAS, advertising agents, Chicago, announce the retirement on February 1, 1904, of Mr. D. M. Lord, whose interests have been acquired by Messrs. C. R. Erwin and A. D. Lasker.

THE sale of the property of the Philadelphia *Times*, advertised to occur the latter part of January, did not take place. The building and complete printing plant on Sansom street, west of Eighth, was to have been sold under the hammer at the auction rooms of Samuel T. Freeman & Co., but the property was not offered. It was not stated why the property was withdrawn, as it had been expected that an offer for it would be made. The sale was put off indefinitely, it was said at the auction rooms.

#### THE WEEKLY AD CONTEST

will be reopened with the issue of PRINTERS' INK for March 2, 1904. The conditions of this ad contest are: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name and the name and date of the paper in which the ad had insertion.



BROTHER FRANK HARRISON, of the *Magazine of Mysteries*, writes that "God will prosper any man" who is a generous, liberal money spender on printers' ink in dailies, weeklies and monthlies of character." There is no mystery about this fact.

GENERAL TAYLOR, of the Boston *Globe*, says that few things hurt a newspaper so much as a liar on the editorial staff. Newspaper publishers now begin to realize that as much harm may be done a responsible journal by a liar in the advertising columns.

MR. VICTOR H. HANSON, advertising manager of the Montgomery, Ala., *Advertiser* (☉☉), paid the Little Schoolmaster a pleasant visit last week. He informs PRINTERS' INK that the *Advertiser* is now also published every Monday, or seven days in the week. With the exception of the period of the Spanish war, the *Advertiser* published no edition on Monday. As the public is now interested in another war it was decided to make a Monday morning issue of the *Advertiser* a permanent feature.

*Everybody's* for February carries 140 pages of cash advertising, and Mr. Thayer says the March issue will have at least 150 pages. This places the magazine among the three or four leading monthlies in point of advertising patronage. As for literary quality, while *Everybody's* is not so polished as some of the sedate old monthlies, its articles have a zest that makes for real distinction. The news element enters largely into the editor's plans, and *Everybody's* also has a "mission" apart from this—namely, to condemn and satirize our wealth-aristocracy and the tendency of the times and manners toward snobbery. Anti-wealth articles can be fearfully dull stuff on occasion, but *Everybody's* entertains, informs and arouses the higher nature of its readers. The success it has met with the past six months has been almost entirely the result of making a readable publication.

THE Davenport, Iowa, *Daily Times*, a member of the Roll of Honor, printed in January, 1904, a daily average of 8,830 copies. The *Times* believes in thoroughly up-to-date methods and is about to remodel its newly purchased building, where a new three-deck Goss press with color attachment will be installed. All the improvements are to be completed about July 1, and the total expenses are expected to amount to \$35,000.

"I KNOW of a young man who commenced working at \$40 a month. He was finally advanced to \$50 a month, and a little later he went to his employer and said, 'I think I ought to have an increase of salary.' His employer replied, 'No, you don't need an increase of salary; what you need is an increase of usefulness.' And then he went on to explain the opportunities that were before him. That man never asked for an increase of salary after that, but inside of twelve months he was getting, unasked, a hundred dollars a month. He is worth a very handsome fortune now. If his salary had been increased then, unearned, there would have been no fortune for him. What he needed was usefulness, not salary. Salary takes care of itself, as a rule."—Extract from Secretary Shaw's recent speech in Philadelphia.

It will doubtless interest the readers of PRINTERS' INK to learn that the young man referred to by Secretary Shaw is now his law partner in Des Moines. What was true in the case mentioned above is equally true in many instances at the present time. Salary is an excellent thing, but it is not *everything*. Often a good salary has been the means of keeping good men in a rut. They had *easy* positions and good pay, and refused to make a change to posts that offered more opportunity to increase their usefulness at, perhaps, lower salaries at the start. Keep on increasing your usefulness and you will be surprised how your salary will grow commensurate with your worth. This is an age of keen competition in every field, and if you continually increase your usefulness you will become a specialist in your particular field, so that if the salary question is not taken adequate care of by your employer, there will be others only too glad to employ you because of your "marketable usefulness" to them. Increase your usefulness.



THE Milbourne Advertising Agency—the only general agency in Baltimore, Md.—is now located at 324 North Calvert street, that city. Their files were entirely destroyed in the fire, and they request latest rate cards from publishers.

THE New York *Herald* printed the "Buster Brown" comic supplement on *Evening Telegram* paper on February 14, 1904. It is said that at present the pulp mills run short of supplying the demand of Eastern newspapers for paper by several hundred tons a day.

THE full-page newspaper advertisement is not so modern as is generally thought, for the *Rhode Island Advertiser* traces it back nearly a century and a half in the old files of Providence newspapers. The *Providence Gazette*, a daily established in 1760, carried full-page advertisements in 1766, the first appearing on November 22, that year, advertising the firm of Joseph & William Russell, dealers in dry goods, house furnishings, hardware, wines and liquors. A long list of these articles gave it a semblance to the bargain ads of today, but no prices were printed. Two rival firms had full pages on January 10 and 17, 1767.

MR. JOS. G. KITCHELL, president of the Geo. Ethridge Company, "makers of successful advertising," Union Square, New York, returning from a business trip, writes the Little Schoolmaster:

You will please count us in for a half page in each issue of PRINTERS' INK until further notice.

By the way, it might be regarded as the best bouquet we could contribute to the efficacy of PRINTERS' INK as a satisfactory medium—the fact that it is the only advertising journal we are now advertising in.

We are employing it for the simple reason that it pays us. There is scarcely a day wherein we do not receive some responses, and they come from the right sort of people.

A large proportion of our clients are among the most important advertisers of America, and it has been a matter of interest to the writer while visiting them, traveling between the East and middle West, to note that almost without exception all are subscribers and studious readers of the Little Schoolmaster, and the potency of its instructive influence was everywhere apparent.

MISS KATE GRISWOLD, of Boston, publisher of *Profitable Advertising*, is a nice lady. She isn't as careful in her statements as she ought to be, however. She asserts that her PRINTERS' INK baby is the only advertising journal that isn't owned by an agency. Kate ought to know better.

At the annual meeting of the Advertising Solicitors' Association of Philadelphia, held at the Continental Hotel, Monday evening, January 25, 1904, the following officers were elected:

President, Forrest E. Gordon; vice-president, W. Percy Mills; treasurer, William Goldstone; secretary, William H. Voltz; executive committee, William Nolan, Aaron Lazarus, Thomas A. Daly, William Dailey, William W. Cardwell, Harry Kleinman; entertainment committee, Thomas A. Daly, J. H. Hall, William H. Voltz, George W. Edwards, William W. Cardwell.

The entertainment committee was instructed to arrange for a social gathering.

#### TO GET PRINTERS' INK FREE.

Now and then a young man interested in advertising matters finds that his circumstances do not warrant his giving up five dollars, the subscription price of PRINTERS' INK. It is within the power of every such person to send in occasional advertising items, news or theories, that the Little Schoolmaster is glad to have and for which he would be willing to pay. Such items are solicited. Send them in and watch for their appearance. Buy the paper of the nearest newsdealer or peruse it at the reading room of the Young Men's Christian Association, the local hotel or wherever it is to be had. Keep a record of date of issue and page. When twenty such items have appeared write a letter to PRINTERS' INK specifying the items, with dates and pages, and your name will be put down for a paid subscription for a full year. More than this, if articles are submitted that are of material value they will be paid for and the paper is always sent free to regular contributors if they register a request to that effect. If you want to become a regular recipient of PRINTERS' INK and have any gumption, the cost need not stand in the way.

A BOOKLET from the Lee Syndicate of Iowa evening newspapers gives detailed circulation statements of daily and semi-weekly issues for 1903, together with general information about their cities of publication. The Lee Syndicate is composed of the Davenport *Times*, Ottumwa *Courier* and Muscatine *Journal*, all under the management of A. W. Lee, Ottumwa, and E. P. Adler, Davenport. This trio publishes its circulation totals in the Roll of Honor.

### ANOTHER REPLY.

J. T. STILLMAN,  
Hardware, Stoves & House Furnishing  
Goods.

BROOKFIELD, N. Y., Feb. 12, 1904.  
Editor of PRINTERS' INK:

Will you kindly give me your opinion as to whether Geo. H. Powell's school for "adwriters" is all that he claims for it?

Also, will you state whether you think a young man with a good high school education and seven years' experience in the printing business, in a country office, with one and one-half years' experience as adman on a large weekly and six months as adman on a small daily, would be able to command a salary of \$25 or more per week after taking a course in any of the ad schools, or be able to get that much by writing circulars, etc.

I am a reader of PRINTERS' INK and have read several articles on this subject, but they have been written by people outside of your office and possibly they had an "ax to grind."

Now, I am more than willing to give Mr. Powell \$30 and study until I receive the whole course and his diploma if it is all he represents it to be; but I do not want to pay that amount and one year's time for nothing, and so write you for your opinion, as I know you are in a position to know.

Yours truly, J. L. STILLMAN.

The editor of PRINTERS' INK repeats that he has no grievances against the advertising schools, although he does not endorse the false hopes and alluring prospects which some schools hold out in their advertisements to inexperienced country boys and girls.

PRINTERS' INK has no personal knowledge about the course of instruction of Mr. Geo. H. Powell, who may be the best teacher in the country. If Mr. Stillman takes the Powell course he will likely get thirty dollars' worth of instruction and information, especially if he is determined to work hard, and entertains no false ideas

of easy jobs and fabulous salaries to be his after he gets his diploma.

To earnest young men and women who contemplate the study of advertising the following facts are candidly re-presented:

PRINTERS' INK has always been a practical journal of advertising. It was the pioneer in this field. It is still the best. Its circulation has, until now, been confined chiefly to men actually engaged in advertising, no special effort being made to put it into the hands of young men and women in other fields desirous of studying the subject. Modern advertising has grown to a point where it is necessary for PRINTERS' INK to widen its scope. Wrong impressions have been created as to the fabulous salaries paid advertising men. The profession has been exploited as an easy road to wealth—which it is not. Advertising as a calling is as well paid as any other field of business endeavor and offers as good opportunities for advancement. PRINTERS' INK holds out no false ideas and vigorously opposes the "get-rich-quick" sentiment. To the young man or woman who will read PRINTERS' INK for a year, week by week, intelligently and studiously, it will give a clear, practical insight into advertising as it is actually applied to the whole field of business. It will tell how bright men plan and manage publicity. It gives tangible experience, aiming to set forth what has been accomplished rather than what has been said. PRINTERS' INK teaches by example, not only advertising but business principles and practice which are really the foundation of advertising. During fifteen years the Little Schoolmaster in the Art of Advertising has been the means of increasing the earning power of hundreds of business men. The paper has grown with advertising and creates methods which its intelligent readers turn to account in many ways. As a consequence it is to-day at the head of the advertising world in this and also in foreign countries, where its sale is increasing. Its best reference is any advertising man. To the student who is willing to devote faithful work to the subject of advertising it will

indicate clearly the lines to be pursued and show the unwisdom of spending money on the many ready roads and easy courses that are being exploited at present. The subscription price of PRINTERS' INK is only \$5 a year. Bear in mind the low cost of PRINTERS' INK, less than 10 cents a week, and also bear in mind that you can study advertising through PRINTERS' INK without the slightest interference with your present occupation.

To help young men and women to take the PRINTERS' INK course of instruction, trial subscriptions for three months at a cost of one dollar, payable in advance, will be allowed.

### THE LINCOLN DAILY STAR.

D. E. THOMPSON, PRESIDENT.  
LINCOLN, NEB., Jan. 29, 1904.

Editor of PRINTERS' INK:

We enclose you with this our way of placing before the advertising public the circulation of the *Daily Star*; it covers an entire year from January 1 to December 31, 1903. This is the best way that could suggest itself to us to give advertisers an idea of our circulation, the territory covered, and rates. If the idea and the effort is worthy a notice in PRINTERS' INK, it will be appreciated. Very truly yours,

E. P. MICKEL, Mgr.

The above "way" referred to is a neat brochure termed "A Calendar for 1903," and for each month a detailed circulation statement is made of the actual average circulation of the *Star*, which was 11,165 copies per day for 1903. The booklet contains also the *Star's* advertising rates and other information which an advertiser would be glad to receive. The *Star* ought now to join the Roll of Honor.

### SIGNS AND SHOW CARDS.

345 South Sixth St.,  
NEWARK, N. J. Feb. 15, 1904.

Editor of PRINTERS' INK:

As a subscriber of your magazine, it would give me great pleasure if you could impart any information regarding manufacturers that make mechanical and novelty signs and show cards, such as are used in window displays.

For some time past, I have been watching your advertising columns, thinking that I might come across one treating on the above, and as I failed to see any it made me think that you could put me in touch with some, because your magazine treats only on advertising.

Hoping to hear from you, I remain,  
yours truly, CHARLES E. MAIER.

JOHN JAMES BROWNE & SON, real estate experts and architects, say they have been readers of PRINTERS' INK for ten years and that they consider this fact sufficient proof that it has been beneficial to them. The Messrs. Browne are thorough believers in daily paper advertising, and the specimens they send the Little Schoolmaster from time to time plainly show the teaching of PRINTERS' INK.

AMONG the advertising novelty makers listed under the classified advertisements of this issue are Fink & Son, Philadelphia; the Solliday Novelty Advertising Works, Knox, Ind.; J. C. Kenyon, Owego, N. Y.; F. F. Pulver Company, Rochester, N. Y.; the Whitehead & Hoag Co., Newark, N. J.; Alfred Holzman, Greenville, Miss.; the Tengwall File and Ledger Company, Chicago, Ill.; the G. P. Coates Co., Uneasville, Conn., and the Up-To-Date Manufacturing Company, Factoryville, Pa. As the Little Schoolmaster is establishing a special department on advertising novelties, manufacturers may do well to keep PRINTERS' INK posted with samples of their doings.

### ANNOUNCEMENTS.

#### The St. Joseph News & Press.

We beg to announce the appointment of Smith & Thompson, Potter Building, 38 Park Row, New York City, as the foreign advertising representatives of the St. Joseph News & Press for all territory east of Pittsburg.

ST. JOSEPH NEWS & PRESS,  
Louis T. Golding, President.

#### The Indianapolis Journal.

We beg to announce the appointment of Smith & Thompson, Potter Building, 38 Park Row, New York City, as the foreign advertising representatives of the Indianapolis Journal for all territory east of Pittsburg.

INDIANAPOLIS JOURNAL,  
Nat. C. Wright, General Manager.

#### The Syracuse Telegram.

We beg to announce the appointment of Smith & Thompson, Potter Building, 38 Park Row, New York City, and 530 Tribune Building, Chicago, Ill., as foreign advertising representatives of the Syracuse, N. Y., TELEGRAM.

THE SYRACUSE TELEGRAM,  
Charles E. Handy, President.

THE Nolley Advertising Agency, Baltimore, saved books and files in the recent fire and two hours after the disaster opened up for business at 25 West Saratoga street. This fact they announced in sending out a scorched postal card.

LONDON has an organization of advertising men known as the Fleet Street Club of Advertising Managers. The following officers for the present year have been elected: G. A. Godley, president; T. E. Kirby, vice-president; H. C. Anning, secretary and treasurer; A. H. Clarkson, J. W. Cunnison, W. Gould, A. H. Goddard, H. Granville Jaggs, D. A. Miller and W. H. Rogers, executive committee. During the past two years a series of social evenings has been very successful. The club also maintains a benevolent fund.

AMONG those competent to write out a list of advertising agents there seems to be a deep-seated objection to letting anybody see the result. A man, who on one occasion attempted to supply such a list for publication in **PRINTERS' INK**, tells that many protests were registered against giving it out for publication. He goes on to say that there is at the present time a whole lot of trouble in the advertising agency business; and mentions several leading advertising agencies who are "in hot water up to the neck," one of the very largest having notes out for more than a quarter of a million dollars, and says there are other cases where partners, supposed to be retiring with well-earned fortunes, are, in fact, illustrating an action often described as "getting in out of the wet." So pessimistic was this man that he even expressed a belief that out of the several hundred agents enumerated there are not fifty who can pay their bills. The Little Schoolmaster, repeating this estimate to another man who thinks himself competent to speak on the subject, was electrified by his assertion that there are not ten agencies doing business that would be found good for their obligations, if called upon to square up accounts to date.

SOME consider that the trick has been done when the ad is inserted in a paper that people read. Others do not close the contract for space until they are sure it is a paper people believe in. This is a distinction that every man can illustrate for himself with the papers he is most familiar with.

THE Periodical Publishers' Association of America sends out the following circular:

This association desires your co-operation in the movement to abolish a custom which seriously handicaps publishers in their endeavor to render the best service to advertisers.

I refer to the practice of making one cut do the work of a half dozen. Every month scores of advertising orders are received with the memorandum: "Get cut from 'Smith's Magazine.'" Immediately a hot chase for the cut begins. When located it is often obtained only with the promise to release it within a few hours.

Note what beneficial effects must accrue both to the advertiser and the publisher from a change in this policy:

1. With only a few hours in which to set up an advertisement and make the plate, it is impossible to mount cuts on solid metal, as is done with cuts in the reading pages, and for this reason the electrotyper cannot make his best printing plate. Not until a plate is finished does the electrotyper really know whether or not he has a good printing plate; often he would make the plate over if the cut in some advertisement had not been turned over to another magazine. Hence the advertiser must often be satisfied to see his illustration looking dim and muddy simply because he did not send an original cut to each magazine.

2. More time in which to set an advertisement results in better typographical arrangement and more effective display. When copy is received a week in advance of closing date the advertiser is sure to be the gainer, provided a separate cut is furnished each publication.

3. The delay in closing advertising forms caused directly by the prevailing custom of making one cut do the duty of several results in an equal delay in the publication of the magazine, which must injure circulation and work a direct hardship upon every advertiser.

It will greatly profit advertisers to furnish each magazine with an original cut from a week to ten days in advance of the closing date. As soon as all advertisers are persuaded to do this the improvement in the printing of the advertising pages will be very marked, and such a policy will give advertisers a better investment.

Both in your interest and in our own we ask that you will hereafter make it a rule to supply one cut of an advertisement to each publisher.

May I have an expression of your views to read at the next meeting of our association? Very truly yours,

FREDERIC L. COLVER, Secretary.

*Burns' Blue Book Bulletin* is a four-page monthly price list of food delicacies, issued as an auxiliary to the quarterly store paper published by T. E. Burns Co., Knoxville, Tenn., and mailed chiefly to the charge trade of the store and to those with whom it is desirable to open accounts.

A RICH farmer on the committee of the public library in a Western town criticises the prevalent idea of "art" in books. "Half of them ain't got their leaves cut, and lots of them have only got one edge gilded and the rest of the edges just rat chawed," is his comment. In these days of paper cutters these remarks apply forcibly to a large proportion of the advertising booklets sent out. Rough edges have been overdone.

JOHN QUINCY ADAMS THAYER is going to try an experiment. He will print an index to the advertisements in *Everybody's Magazine* and wonders how people will like it. In one way it will be useful. The lines occupied by the index will indicate the number of advertisements. A hundred lines to the column is the standard, and by this means the reader can tell at a glance whether the advertising patronage is increasing or decreasing. It is thought that the failure of late to page the advertising departments of the magazines came about from a desire to strangle people's curiosity on the subject. If the number of pages is too great the readers kick. If too small envious or jealous competitors are made unreasonably glad, and both these results are to be deprecated.



**SMALL ACCOUNTS ARE WELCOMED**  
AT THE  
**OLD COLONY TRUST CO.**  
**AMES BLDG.**  
AND  
**52 TEMPLE PL.**

FOR COPIES OF THIS MAP  
CALL AT EITHER OFFICE.

BALTIMORE FIRE—Photographed Monday, February 8, 1904.



In the great Baltimore Fire not a single Safe Deposit Vault was injured. A **SAFE DEPOSIT BOX** does what insurance cannot do: it absolutely prevents your valuables from being burned or stolen.

**Ten Dollars will rent a box for a year.**

**OLD COLONY TRUST COMPANY,**  
Safe Deposit Vaults at Ames Building and 52 Temple Place.

MR. PIERRE JAY, VICE-PRESIDENT OF THE OLD COLONY TRUST COMPANY IN BOSTON, SENDS THE LITTLE SCHOOLMASTER THE TWO RATHER INTERESTING STREET CAR CARDS ABOVE REPRODUCED. IT IS ALWAYS GOOD, YET NOT EASY, TO PROPERLY CONNECT GREAT EVENTS WITH ONE'S ADVERTISING, BUT IN THIS CASE THE CARDS WOULD APPEAR EFFECTIVE AND APPROPRIATE.



DANIEL MINER LORD.

"Daniel M. Lord, during the last twenty-three years a member of the advertising firm of Lord & Thomas, will retire from active business next February. This will be in accordance with a promise that he made himself twenty-five years ago, to enter upon a life of leisure when 60 years old."—*Chicago Tribune*.

It really makes me sad to hear  
That Dan is going to quit.  
He says he's sixty—that may be,  
But still he's keen and fit.  
Seem's if 'twere only yesterday  
He came from Gotham town  
To raise the standard, borne so well,  
That now he's laying down.

It seems but yesterday, and yet  
'Twas back in sixty-nine  
When Dan first struck the western trail  
To join the first combine  
Of business boost philanthropists,  
And still he's full of fire.  
It doesn't seem as if 'twere right  
For Dan'l to retire.

You callow advertising kids  
That strut about to-day,  
And draw your princely salaries,  
Forget that men grown gray  
Hewed out the paths and built the roads  
O'er which the auto tire  
Of advertising glides so swift,  
That Dan'l may retire.

In those old pioneering days  
Each man "blazed" his own way.  
There were no "propriations" then,  
The "adman" earned his pay.  
He hustled for't, and tussled for't;  
'Twas grub, and grunt, and grind.  
In those first days of storm and stress,  
Dan wa'n't the retiring kind.

Dan worked for the "Interior."  
The interior of Dan  
Was staunch and true; an honest heart  
Throbbed in an honest man.  
He hewed a path for you and me,  
Through forest, field and fire,  
And now 'tis only right and just  
That Dan'l should retire.

Of wealth, I trust, he has his share;  
'Tis wealth by honor gained.  
Through three-score years of honest toil  
His honor he's maintained.  
His greatest store is wealth of friends  
That moth, nor rust, nor fire  
Can e'er assail. 'Tis meet and just  
That Dan'l should retire.

Retire he may from business cares,  
From business storm and stress;  
And yet we trust far off's the day  
When we shall miss his face  
And kindly smile, and helpful words,  
That cheer and hope inspire.  
The "boys" will all be wearing crepe  
When Dan'l shall retire.

God bless you, Dan, for all you've done;  
May well-earned rest be sweet.  
May children's children gather 'round  
Your board, and 'round your feet.  
The lath strings of our hearts are out,  
Come! Sit by friendship's fire.  
We welcome you, we'll cherish you,  
Till we shall all retire.  
—R. S. Thain, Editor Mahin's Magazine.

SOME great big men can act mighty small—some big ads act the same way, so it's quality that tells.—*White's Sayings*.

It's the merchant who is always watching his contemporary and doing as he does who makes me think of the geese which always follow their leader.—*White's Sayings*.

THERE is about as much sense in sowing a pint of wheat over a ten-acre lot as there is in trying to cover the United States with an appropriation too small to cover your town properly.—*Jed Scarboro*.

### **Classified Advertisements.**

*Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.*

#### **WANTS.**

**6 COPIES** Printers' Ink—Sept. 9-Oct. 14—wanted. W. R. BRADFORD, Schenectady, N. Y.

**WANTED**—Press for roll paper. Kidder preferred. "ROLL PAPER PRESS," care P. I.

**WHO** will give George Trebor a special correspondent's job? Address 220 East 14th St., New York.

**MORE** than 225,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**AN** A1 specialty salesman open for an engagement; highest references; salary nominal until ability is shown. Address "SPECIALTY," Printers' Ink.

**FERNALD'S NEWSPAPERMEN'S EXCHANGE**, established 1898, represents competent workers in all departments. Send for booklet. 308 Main St., Springfield, Mass.

**ADWRITER**—First-class man with eight years' practical experience seeks position with good concern; A1 references. Address "ORIGINAL," care Printers' Ink.

**PRACTICALLY** experienced man, A1 record, who has successfully and inexpensively advertised business of remarkable growth, can be had for very moderate salary. "EFFECTIVE," Printers' Ink.

**MANUFACTURERS**, Publishers and Inventors—Kindly send samples or circulars of goods of merit, with quantity prices, to a good field. CROSS & CO., Box 375, South Hampton, N. Y., Dept. B.

**CANVASSERS WANTED**—Skilled men and women make \$1,000 per month taking subscriptions and advertisements and making write ups for NORTHWEST FARM AND HOME. North Yakima, Wash.

**EDISON**, Morrow County, Ohio, wants a live, up-to-date newspaper man to publish a weekly newspaper there. Good opening. Inducements. None but those meaning business need apply. Address W. G. HAAS, Sec'y.

**THE** attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

**A** DVERTISING manager and writer wants position. Newspaper, booklet, circular and original advertising up to date. Superintend printing department or edit "house organ." Address "SMITH," 733 Brooklyn Ave., Detroit, Mich.

**S**ITUATION as ad or assistant business manager; thoroughly experienced; now in charge of advertising but desires change; good original schemes to promote all departments; good executive ability; go anywhere. "O. K. A.," P. I.

**A** DVERTISING SCHOOL GRADUATE wanted at once to represent us in every city and town. References. Address  
**THE BARNARD SYSTEM, Incorporated,**  
87 Nassau Street,  
New York.

**E** XPERIENCED, energetic newspaper man, age 40, employed, wants permanent position, where usefulness and ability guarantee promotion in profitable field. Specialties: Writing, designing or setting effective ads; descriptive, editorial or news writer; practical printer. References; family; sober, reliable. "H," Box 87, Sylvania, Ga.

**B** RAINS FOR SALE!  
Experienced advertising writer and manager—35 years old, with plenty of new, practical ideas, now employed by one of the oldest and most successful clothing manufacturers in America—is open for position with department store or manufacturer. Address "RESULTS," care Printers' Ink.

**W** ANTED—Man capable of writing advertisements and advertising literature in correct English; must have working knowledge of printing and know how to get up attractively illustrated booklets and direct advertising matter; moderate salary at start; state previous experience, age and salary expected. Address "K. A. A.," Printers' Ink.

**B** USINESS CHANCE—I have a good proposition for any reliable man with \$2,500 who is brave enough to take a big shot at big game. Perfectly legitimate. Will net \$5,000 in ninety days. I will promote and divide equally with reputable business man who will furnish capital and who may handle all money. Investigation solicited. Address "BUSINESS," care Printers' Ink, New York City.

**W** ANTED to furnish daily newsletters to daily papers within a radius of 500 miles of this city. Will take advertising space in exchange. Not a fake or a scheme to get space for next to nothing, but an honest effort on the part of an experienced journalist to serve his brethren of the press. Send for particulars. Address NATIONAL NEWSPAPER SYNDICATE, 39 Harper Building, Washington, D. C.

**E** XPERIENCED PHARMACEUTICAL CHEMIST—several good toilet and medicinal specialties—desires connection with parties to exploit these or other specialties; thoroughly practical, all good sellers and large margins; will sell outright, manufacture on contract or work on salary.  
Address  
"PHARMACIST,"  
Printers' Ink.

**Y** OUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**S** ITUATION wanted as advertising manager of manufacturing concern or reputable publication. Would accept position as traveling solicitor for first-class magazine. Ten years' experience in the mail-order business and newspaper work. Understand advertising in general, and mail-order advertising in particular. Clever correspondent, up in ad writing, preparation of literature, follow-up letters, etc. Age 32; single. Highest references. Can make money for some enterprising man. "SOLICITOR," Printers' Ink.

**A** DVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

**WELLS & CORBIN,**  
Suite B, 2nd Land Title Bldg.,  
Philadelphia.

**W** ANTED—A position distributing type by a (non-union) job compositor; 10 years' experience; single; age 31; no liquor or tobacco; will go anywhere; wages \$12 a week.

**LESTER LEWIS,**

care of Thomas Townsend,

10 William Street, J

Pittsburg.

**M** ANAGER WANTS SITUATION.  
I have had ample experience both "upstairs" and "downstairs" on daily papers in a big city; have done everything from writing a two-line local news paragraph to managing the whole establishment—business department as well as editorial end; understand advertising and advertisers by several years of daily contact; would prefer responsible position with large daily in large city, either as general manager, business manager or advertising manager; absolutely satisfactory references of the highest class can be given. Address "MANAGER," care Printers' Ink.



**ADVERTISING WORLD**, Columbus, Ohio, a monthly journal of information, plans, suggestions and ideas for advertising. Send today for free sample, or 10c. for four months' trial.

**CLERKS** and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

**GEORGE H. POWELL**, Advertising and Business Expert, 83 Temple Court, New York.

**ARE YOU SATISFIED** with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

**HAPGOODS (INC.)**, Suite 511, 509 Broadway, New York.  
Suite 815, Pennsylvania Bldg., Phila.  
Suite 529, Monnock Bldg., Chicago.  
Suite 1326, Williamson Bldg., Cleveland.  
Pioneer Bldg., Seattle.

#### PERIODICAL PUBLICITY.

**HARDWARE DEALERS' MAGAZINE**, Circulation 17,000. 253 Broadway, New York.

#### TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE**, Circulation 17,000. 253 Broadway, New York.

#### DEPARTMENT STORES.

**DEPARTMENT Store Lists**. Write us. **DEPARTMENT STORE PUB. CO.**, P. O. Box 1033 N. Y.

#### BUSINESS OPPORTUNITIES.

**GO INTO THE MAIL-ORDER BUSINESS**—Send for particulars of my "idea." **V. H. RAIN-BOLT**, Box K, Bloomfield, Ind.

**THE MAIL-ORDER WAY**  
THE ONLY WAY

**TO MAKE MONEY**. It is an inviting, legitimate and congenial business. Subscribe to the Mail-Order Journal. In six years it has put hundreds next to making money. Three months' trial, fifteen cents.

**LOUIS GUENTHER**, Room O, Schlier Building., Chicago.

#### TYPEWRITTEN LETTERS.

**IMITATION** typewritten letters which are perfect imitations, samples free. **SMITH PRINTING CO.**, 612 Broadway, Toledo, Ohio.

#### MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

#### CARBON PAPER.

**NON-SMUTTING**, non-blurring carbon paper; samples free. **WHITFIELD'S CARBON PAPER WORKS**, 123 Liberty St., New York.

#### DESIGNERS AND ILLUSTRATORS.

**DESIGNING**, illustrating, engrossing, illuminating, engraving, lithographing, art printing. **THE KANSLEY STUDIO**, 220 E'way, N. Y.

#### ENGRAVING.

**SANDERS ENGRAVING CO.**, St. Louis, Mo. Electrotypes and Photo-Engravers. **DESIGNS FOR ADVERTISERS AND PUBLISHERS.**

#### LITHOGRAPHY AND TYPOGRAPHY.

**LITHOGRAPHED** blanks for bonds, certificates, etc., which may be completed by type printing. Send stamp for samples. **KING**, 105 William St., New York.

#### COIN CARDS.

**\$3 PER 1,000**. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

#### PAPER.

**BASSETT & SUTPHIN**, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

#### NEWSPAPER CUTS.

**NEWSPAPER CUTS**.—We teach how to make them for \$1. No artist required. Guaranteed. Particulars free. **MCKINLEY ENGRAVING CO.**, 336 The Naaby, Toledo, Ohio.

#### GRAPHOLOGY.

**GRAPHOLOGY**.—Your character and personality will be read by an expert graphologist on receipt of 13 cents and specimen of handwriting. **HENRY RICE**, 1297 Madison Avenue, New York City.

#### JOB PRINTING SPECIALTIES.

**WANTED**.—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements. **W. R. ADAMS & CO.**, Detroit, Mich.

#### BULLETIN BOARDS.

**BALL BROS.**, 115 Dearborn St., Chicago, Ill. Builders and Painters of Railroad Bulletin Adv. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago.

#### NEWSPAPER BROKER.

**BUYERS** and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of addresses and long list of buyers. Can I be of assistance to you? **B. J. KINGSTON**, Michigan Newspaper Broker, Jackson, Mich.

#### ADDRESSING MACHINES.

**ADDRESSING MACHINES**.—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO.**, 29 Murray St., New York.

#### HALE-TONES.

**WE** would like to estimate on your half tones either for the newspaper or other work. **STANDARD ENGRAVING CO.**, 61 Ann St., New York.

**PERFECT** copper half-tones, 1-col., \$1; larger 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

#### NEWSPAPER HALF-TONES.

2x3, 75c; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

#### HOUSE-TO-HOUSE DISTRIBUTING.

**MY NATIONAL DISTRIBUTING SERVICE** is the result of years of practical experience in placing advertising matter direct to reliable, local distributors, to the entire satisfaction of my many patrons, to whom I am pleased to refer you.

I have the only proposition that covers every town and city of over 2,000 population in the United States, also hundreds of smaller places. All matter is sent to reliable local men who make distributing an exclusive business and who personally superintend the distribution of all matter. I become personally responsible to you for a strictly first-class service at all points, and cheerfully make good where contract is violated. It will be to your best interest to investigate.

**WILL A. MOLTON**, National Advertising Distributor, Main Office, 442 St. Clair St., Cleveland, O.



PRINTERS.

**BOOKLETS** by the million. Write for booklet. STEWART PRESS, Chicago.

**CATALOGUES** printed in large quantities. Write STEWART PRESS, Chicago.

**LETTER HEADS** \$1.50 per 1,000 and up. Bond paper. Typewritten Circular Letters \$2 per 1,000. Write for samples. CHAS. MEYERS, Berrien Springs, Michigan.

**DOXINE**, a non-inflammable substitute for lye and benzine. Will not rust metal or hurt the hands. Retempers and improves the suction of rollers. For sale by the trade. Made by the DOXO MANUFACTURING CO., Clinton, Ia.

ADVERTISEMENTS WANTED.

**HARDWARE DEALERS' MAGAZINE**. Circulation 17,000. 253 Broadway, New York.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,  
161 Water Street,  
Brooklyn, New York.

The largest maker of Tin Boxes outside of the Trust.

FOR SALE.

**LINOTYPE** for sale. First-class condition. Address "B. M. M." care of Printers' Ink.

**BEFORE** purchasing cylinder presses, job presses, paper cutters, type material, kindly send for bargain list. RICHARD PRESTON, 167L Oliver St., Boston.

**FOR SALE**—4-point Simplex typesetting machine, with 400 lbs. type. Now in daily use, and in good condition. Bargain for cash buyer. G. P. BROWN, Anderson, S. C.

**42 X 60 POTTER TWO-REV.** will print 4 pages of a 7 or 8 col. A first class press for book, job or newspaper work. RICHARD PRESTON, 167L Oliver St., Boston.

**STATE and County rights** for a newly patented outdoor advertising device. Literature on application to COMMERCIAL DEVELOPMENT COMPANY, 916 918 N. 30th St., Philadelphia.

**"NEW IDEA"** as business bringer for newspapers; money maker for printers and mail order business. Full details for \$5. SUCCESS COMPANY, Rosemount, Minn.

**HOE DOUBLE CYLINDER**, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Write in part payment. RICHARD PRESTON, 167L Oliver St., Boston.

**FOR SALE**—Six-column quarto Babcock Dispatch Press, with Dexter folder. Prints 2,500 per hour. All in good condition, and just the thing for small daily. Being displaced now to make room for Web Press. \$1,500 f. o. b. Pensacola.

JOURNAL, Pensacola, Fla.

PREMIUMS.

**TRINER SCALES** make useful premiums. Com plate line. Send for catalogue. TRINER SCALE & MFG. CO., 130 S. Clinton St., Chicago.

**FOUNTAIN PENS** are always in demand for premiums. My pens are guaranteed perfect—**W. E. gold**. Big inducement for quantities. Write TRANSOM, 3122 Groveland Ave., Chicago.

**LYON & HEALY'S NEW PREMIUM CATALOG**, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$30,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 190 Wabash Ave., Chicago.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 3rd issue now ready; free. S. F. MYERS CO., 46w, 48-50 52 Maiden Lane, N. Y.

MAIL ORDER.

**A CLEVER IDEA** for a Mail-Order Business. Send for further particulars. V. H. RAINBOLT, Box K, Bloomfield, Ind.

**MAIL-ORDER** houses, or those entering same learn our methods of turning inquiries into orders. Our plan guarantees success. Address "M. O. DEPT." "Barnard System," 87 Nassau St., New York.

**MAIL-ORDER MEN, MIXERS and PUBLISHERS**: I will honestly mail your circulars, subscription blanks, etc., at 10c. per 100, \$1 per 1,000. Key and try me.

DANA M. BAER,  
Dep't. X., Laverne, Minn.

BUSINESS CHANCES.

**CHANCE FOR NOVELTY OR GAME MANUFACTURER**—I am the inventor of a board game, "Fasco." Better than crokinole—interesting, simple, and can be manufactured at less cost. Correspondence invited, with a view to placing same on market.

JOHN I. SLOAT, Winchester, Va.

MULTIPLE PROCESS OF PRINTING.

**\$12.50** FOR 5,000 letter-heads on the best bond paper that can be made. \$2 for 5,000 letter-heads on a good linen paper. Printed as good as we know how to print them. CLARK & ZUGALLA, 58 Gold St., New York.

PUBLISHING BUSINESS OPPORTUNITIES.

**HERE** are two excellent opportunities for a publisher with some capital who desires to locate in New York City:

A weekly trade publication, which is already making for its owner about \$7,000 per year, can be bought for \$25,000, including good accounts receivable of \$5,000, and can be developed into a property worth \$200,000. It is in one of those large and attractive trade fields where there has not yet been developed a strong, prominent weekly. I am convinced that with good publishing ability, without much, if any, capital beyond the purchase price, the value of this property would multiply in a short time. Full particulars will be furnished responsible parties.

A monthly magazine, already carrying a fair line of advertising and having a paid circulation of about 30,000 copies, is available with its office plant and a quantity of premium stock for \$5,000. A quick buyer can get here a good foundation and have a field to himself.

EMERSON P. HARRIS, 253 Broadway, New York

ADDRESSES FOR SALE.

**NAMES** of 400 heads of families this town, all well to do, \$1. NEWS, Bunker Hill, Ill.

**500 NAMES** for \$1. Valuable to advertisers. E. DE HART, 171 Market Street, Amsterdam, N. Y.

**1,000 NAMES**, guaranteed mail-order buyers; 10c. per 100. EDITOR NEWS, Bunker Hill, Ill.

**600 NAMES** of teachers, farmers and business men. \$1.00. W. D. JONES, County Supt. of Schools, Columbia, Ky.

**BEST** facilities for furnishing names of dealers in any line of business in U. S. All guaranteed. State your wants. Moderate price for service rendered. 25c. per 100. DAUNTLESS SUPPLY CO., Canton, O.

**SOUTH DAKOTA FARMERS HAVE THE PRICE**—Offer them anything by mail that is all right and they will buy. Try them with our guaranteed list of 5,000 cream shippers. Write to THE WESTERN ADDRESSING CO., Lock Box 456, Millbank, So. Dak.

**1,000 NAMES**, prosperous villagers and farmers of the OHIO VALLEY and BLUE GRASS; they've learned the advantage of buying by mail; absolutely new list, never before published, \$1. WALTER CHANEY, Winchester, Ky.

**S**IXTY thousand names of rural route patrons in Iowa for sale at \$2 per thousand. Names especially collected by the DAILY CAPITAL, Des Moines, Iowa, for subscription purposes. These names cannot be improved upon for mail-order business and are no longer obtainable through the post-offices. Names sent printed. Only a few lists. Write at once. DAILY CAPITAL, Des Moines, Iowa.

#### ADVERTISING NOVELTIES.

**POCKET** Wallets, 47, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, Printers, 5th above Chestnut, Philadelphia.

**"LITTLE TRAVELER"** (catalogue); 1,001 advertising novelties; two 2c. stamps. THE SOLIDAD NOVELTY ADVERTISING WORKS, Knox, Ind.

**3 NEW** Advertising Novelties—A Pencil Holder, 3 a Nail File, and a Toothpick Case. Samples of all three, 10c. Agents wanted. J. C. KENYON, Owego, N. Y.

**A "SIGN OF THE TIMES"**—The Pulveroid Sign. Best for advertising your business. Write for sample and price. F. PULVER CO., Rochester, N. Y. Buttons, Celluloid Advertising Novelties, etc.

**DO YOU WANT A REALLY GOOD ADVERTISING NOVELTY**—one that will give you the most advertising for the money! Send 2c. stamp for sample. MODERN MFG. CO., 97 Reade Street, New York.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

**25 REWARD.** The Country Home Prize 25 Puzzle. The greatest little ad novelty out. Compels people to study your announcement. Sample for stamp. UP-TO-DATE MFG. CO., 46 High St., Factoryville, Pa.

**THE** Parisian Weather Indicator is seen often-er, lasts longer and attracts more attention than any other advertising novelty yet produced. Can be mailed in ordinary envelope. Samples 10c. ALFRED HOLZMAN, Greenville, Miss.

**SEND 50 CENTS** for a sample of the finest little advertising novelty, subscription premium and convention souvenir ever offered to publishers and advertisers. A LOOSE LEAF PERPETUAL VEST-POCKET MEMORANDUM BOOK. Absolutely new and up-to-date. Special prices in quantities. Do not fail to investigate carefully and send 50 cents for sample book. Agents wanted. KINGWALL FILE & LEDGER CO., Chicago, Ill.

#### CLASS PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000. 253 Broadway, New York.

#### BOOKS.

**WHEN PAPA RODE THE GOAT.** R. CARLETON PUB. CO., of OMAHA, NEB., have issued a copyrighted book with the above title, illustrated with 100 colored engravings, which is the most comical work of the kind we have ever seen. We advise our readers who wish to have something to drive away the blues to send 25 cents for a copy to the above address.

PRINTERS may have my copyright lodge cut catalogue free.

#### ADVERTISING MEDIA.

**10 CENTS** per line for advertising in THE JUNIOR, Bethlehem, Pa.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000. 253 Broadway, New York.

**ADVERTISER'S GUIDE,** Newmarket, N. J. A postal card request will bring sample copy.

**WRITE** to us about "25 Business Bringers." THE RELIGIOUS PRESS ASS'N, Phila., Pa.

**ARE** you anybody? Then advertise in ANYBODY'S MAGAZINE, Peekskill, N. Y. Copy and rates free.

**ANY** person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**DRY GOODS REVIEW,** 506 Security Bldg., Chicago, goes to country merchants. Sworn circulation, 3,000; adv. rate, \$1.50 an inch, 10c. a line.

**WESTERN SWINE BREEDER and POULTRY TOPICS** are both good subscription bringers at the special clubbing price of 10c. a year. Address, LINCOLN, Nebraska.

**25 CENTS** for 30 words, 5 days. ENTERPRISE, Brockton, Mass. Circulation, 9,000. Carries a solid page of want ads. Want ad pages are closest to the hearts of the people.

**TOWN TALK,** Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

**THE BADGER,** 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 23d. Ask your agency about it.

**1,000,000 TRAVELERS** can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 21 Park Place, N. Y., or 108 Adams St., Chicago.

**100,000 GUARANTEED** circulation, 25 cents a line. That's what the PATHFINDER offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the PATHFINDER, you are missing something good. Ask for sample and rates. THE PATHFINDER, Washington, D. C.

**ADVERTISERS**—If you want to reach the farmers of Central and Western Nebraska, use THE NEBRASKAN, Ansley, Nebraska. It is the only farm monthly published in Central Nebraska, and reaches a class of farmers that cannot be reached successfully by advertising in other mediums. Present guaranteed circulation, 10,000 monthly. Rate, 60 cents an inch, cash with order. Forms close the 5th.

#### PROPRIETARY REMEDIES.

**THE BLUE GLASS INHALER.** A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address THE RIFANS CHEMICAL COMPANY, No. 10 Spruce St., New York.

#### SUPPLIES.

**W. D. WILSON PRINTING INK CO., Limited,** of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

**D.OXINE**—A non-inflammable type wash. A substitute for lye and benzine. 12½c. per pound. Let your jobber put in an 8-pound can with your next order. Makes the old rollers like new. Made by the

DOXO MAN'FG CO., Clinton, Iowa.

**COLD-WATER PASTE** is a dry powder instantly converted into a tacky, glue clinging paste, superior to anything you have ever used in labelling boxes, packages, etc. Try it and be convinced. Sample on receipt of your address. BERNARD HOLMES AGENCY, 46 North State St., Chicago, Ill.

#### ADVERTISEMENT CONSTRUCTORS.

**100 GOOD** ads for a grocery store \$1.00. BAIT PUB. CO., Toronto, Can.

**IDEAS** and layouts for advertisers. RYDER-TARBOX CONCERN, Malden, Mass.

**FRED W. KENNEDY,** 39th and Langley, Chicago, writes advertising your way—his way.

**JOHN K. CRAIG,** promoter of judicious advertising of every kind, 902 Columbia Ave., Lancaster, Pa.

**FOR ADS** that prove their effectiveness by results, tell your ad needs to H. E. REEVE 2104 Spring Garden, Philadelphia.

**PRACTICAL,** common-sense, business-bringing advertisements written. ESTELLE BLEYTHING, 21 Munn Ave., East Orange, N. J.

**WHAT'S** Cooked should be Cooked thoroughly. **SAM'L RUD COOK**, Rockport, Ind., Cooks Ads people will digest.

**HENRY FERRIS**, his **[H] mark** Advertising Writer and Adviser, Drexel Building, Philadelphia.

**INDIVIDUAL**, pulling trade paper ads my trade bringers. Specialty, Lumber. **ARTHUR WELLINGTON ANDERSON**, 10 Morton St., N. Y.

**MY** specialty is grocery ads. They sell the goods. Write to-day for special proposition. It's free. **MYERS, THE AD MAN**, Hamilton, Ohio.

**VICTOR H. RAINBOLT**, Bloomfield, Ind., Advertising Counselor. Advertising matter of all kinds prepared. Mail-order literature my specialty. Correspondence invited.

**REASON** and horse sense influence the average mind. Experience, adaptability and a knowledge of men give my ads a persuasive individuality that compels the business. **F. W. HOWELL**, 18 Second St., Newark, N. J.

**MY** work has pleased other people. It will please you. Plain business English, at plain prices. A sample ad for 50 cents. If you don't like it you can get your money back. **JOHNSON**, 45 Ky. Ave., Lexington, Ky.

**TRADE** winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How we Help Advertisers." No attention to postals. **SNYDER & JOHNSON CO.**, Ellsworth Bldg., Chicago.

**WRITING BOOK ADVERTISEMENTS IS MY SPECIALTY**—Book advertisements ought not to be mere quotations from the reviewer—they should instil a wish to buy and read the books. I also place the advertisements when so desired. Address **H. P. THURLOW**, Cato Ave. and E. 14th St., Flatbush, Brooklyn, N. Y.

**I** GIVE the same careful attention to a small contract as I do to a large one. I always do my best—in fact, I couldn't do better if I tried. I never seek pay for unsatisfactory work. The simplest way of getting acquainted with my service is by sending me a trial order. **JAMES J. NORMILE**, Station F, Boston, Mass.

**BOOKLETS** form a most important adjunct to an advertising campaign. It may be the means of either the making of your business or its undoing. A good booklet, well written, designed and executed is the highest type of advertising. For a good booklet, or, in fact, anything for an effective advertising campaign, write **BOTTOLFSON**, Winona, Minnesota.

**I'M** a specialist in clean advertising. If you launder—press—clean—dye—renovate—anything, remember the specialist. If you manufacture anything that cleans, or clean anything that is manufactured, remember the specialist.

I'll give you clean advertising, too. Samples—testimonials—proof of ability. **WILLARD BOTTOME**, St. Paul Bldg., New York.

**MY ADVERTISING KNOWLEDGE** is built upon a foundation of ten years' experience in editorial and reportorial work on leading metropolitan newspapers.

That happy faculty of concentrating facts and serving them properly to the reading public has become second nature to me.

That's the secret of good advertising. **J. JEROME NORDMAN**, "Ads that Add—Written Right," 706 Tradesmen's Building, Pittsburg, Pa.

**S** **STOP AND CONSIDER** the money we can make for you this year on "YOUR ADVERTISING."

If you want catchy designs and effective copy—If you want **RESULTS**—It will pay you to write us.

Should we send you our booklet—"HOW TO MAKE 'YOUR ADVERTISING' PAY"—and other interesting literature?

Glad to do so—if you use your business stationery and mention **PRINTERS' INK**.

**VOORHEES & COMPANY**, Specialists in "Your Advertising," Morton Bldg., New York City.

**SPECIAL** cuts and special writing for every retail business. Very low rates for **52. ART LEAGUE**, New York.

**I** **DON'T CARE** how really good the things you make are, if you send out "cheap," poorly gotten up documents to advertise them strangers will suspect the actual goods to be of the same class as that poor advertisement of them. Few people would care to take such very costly chances of having their goods underrated if they thought of it—but lots of folks stick to just such unreasoning folly "year in and year out."

For a good many people who take no such "costly chances" I make Catalogues, Booklets, Price Lists, Circulars, Folders, Mailing Slips and Cards; Newspaper, Magazine and Trade Journal Advertisements, etc.

I gladly send samples of things that "suggest" goodness as well as describe it, in response to letters inspired by possible business for me. **No. 34. FRANCIS I. MAULE**, 402 Sansom St., Phila.

**SEND** for a sample of the booklets I write and print, at a total cost of \$14 for a thousand copies, and see what an effective piece of literature can be put together for so little money. There's nothing cheap about them but the price.

I have another proposition that's a good one, when the idea is to get direct inquiries from interested parties. Writing the ad and printing 1,000 copies, \$13.

Mailing cards, 55¢ per 100. \$12 per thousand. These are printed in two colors.

It may interest you to know my printing isn't "farmed out" to a printer, who may not give a rap for the advertising value of the job. It's all done in my own print shop, under my own eyes. Result: Better work, saving in cost.

Correspondence invited on any subject that may lead to business.

**LOUIS FINK, JR.**, Maker of Profitable Advertising Literature, Fifth Street, above Chestnut, Philadelphia.

**TO ADVERTISEMENT CONSTRUCTOR** (Amateur and other). \$300 FOR THE BEST ADVERTISEMENTS. \$100 FOR THE SECOND BEST. \$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the **Ripans Chemical Company** will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 3, 1904—will award and pay \$200 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the **Ripans Tabules** have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of **Ripans Tabules**, as a dyspepsia remedy, have been received at office of the **Ripans Chemical Company** in twelve months.

A hundred million **Ripans Tabules** have been purchased at drug stores in the United States in a single year.

Every drug store in America sells **Ripans Tabules**, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of **Ripans Tabules**. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to **CHAS. H. THAYER, President**, **THE RIPANS CHEMICAL COMPANY**, No. 16 Spruce St., New York.

## PIANO ADVERTISING

Make the people a proposition. When you write your advertisement imagine that it is a competition sale; give them something startling. They do not want to read about the full, round tone, the resonant quality and the singing tone. Every piano they have ever heard about had that, and they do not know what it means any more than the fellow that wrote it. Avoid generalities. Advertise that you sell pianos and upon what terms. Advertise yourself, your own name, and not that of some piano; let the manufacturer do that. For some day, after you have spent thousands of dollars building up a piano, you may be informed that better arrangements have been made with your neighbor, or that, owing to the advanced price of glue, etc., he regrets exceedingly to advise you that the price hereafter will be so and so. The public, especially the female public, has been educated to look for special sales, bargain counter deals and something-for-nothing propositions. We have got to cater, to some extent at least, to this weakness. But to us it seems that this special sale, removal sale, cleaning-up sale advertising is very much overdone in our business. It is the height of absurdity to ask the public to believe that because the janitor is going to wash the show windows we will sell our regular \$500 piano for \$197.30 to avoid the danger of their becoming water soaked. The public is growing wiser, and while it may like to be humbugged on a circus proposition, we insult the intelligence of the people, belittle ourselves and degrade our business when we resort to such advertising without a legitimate excuse.—R. T. Cassell, *Denver, Col.*

## MR. DANIELS BUYS THE DRESS.

A railroad company that spends large sums in illustrated advertising has in its employ, on the regular salary list, one of the daintiest, sweetest, loveliest divinities ever seen. Her duty is to look pretty in front of a camera, habited in fine feathers and possessed of the grand air. All the traveling and most of the stay-at-home world know her from her pictures. A little while ago she sat in a box in a New Haven theatre and was quickly recognized by the audience, who temporarily stopped the play to give her long, loud and continued applause. The other day she wrote to the company: "I need a new white dress for next summer; indeed, a complete outfit, if I am to look presentable." "What does this 'complete outfit' cost?" the general passenger agent asked his publicity man. "Oh, about \$350," replied Sir Publicity. "Holy Jupiter, \$350! My wife can't afford to wear such clothes, but—suppose Miss — must have 'em. Tell her to go ahead and send in the bill."—*N. Y. Press*, Feb. 13, 1904.

THE once-in-a-while small buyer has friends and his friends have friends. By getting his good will, you may start an endless chain system that will prove a strong ally to your newspaper advertising.—*Led Scarborough.*

## Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

THE NEVERSLIP MANUFACTURING COMPANY, New Brunswick, N. J., offers \$250.00 as a prize for the best gotten-up catalogue descriptive of their goods. Information given by addressing the above.

TO THE  
EVENING NEWS

Published at BUFFALO, the American Newspaper Directory for 1903 gives a much higher circulation rating than is accorded to any other daily paper in New York State published outside of the City of New York.

TO THE  
RICHMOND  
TIMES-DISPATCH

The American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to any other DAILY PRINTED IN VIRGINIA

## YOU SURELY CAN

If you wish—reach 15,000 families in rural New England by placing your announcements in that oldest and most reliable of agricultural journals

## THE NEW ENGLAND FARMER

For eighty-two years it has been the "bible" of the farmers in the six New England States. It has 15,000 circulation among the better class of agriculturalists. For sample copies, rate cards, or other information, address

## THE NEW ENGLAND FARMER,

Brattleboro, Vt.

WHEN your boot pinches your corn THE business of the bulk of advertising is to intensify and direct interest in the things which people are already interested in in a general way.—Jed Scarboro.



### LOCKE ADDER


**ONLY \$5.00**

ADDS SUBTRACTS  
MULTIPLIES DIVIDES

Cannot Make Mistakes  
Will Last a Lifetime

CAPACITY, 999,999,999  
DOUBLET PRICE AGENTS WANTED

**C. E. LOCKE MFG. CO.**  
18 WILSON ST. KIMMIST, IOWA



## Normal Instructor and World's Events

Control the trade of

# 200,000

Of the Best Mail-Order  
Buyers in the World.

Your advertisement in these  
publications will bring you your  
share of this trade. Specimen  
copies and advertising rates sent  
on request.

**F. A. OWEN PUBLISHING CO.,**  
**DANVILLE, N. Y.**



## Save Your Advertising Money

Anybody can advertise if he has the price.

Anybody can do advertising that will show results if he is willing to spend money lavishly.

Anybody who wishes to advertise can find plenty of people ready to show him just how he can become a merchant prince or a captain of industry by spending enough money.

We have been in the advertising business a good many years and pride ourselves upon our knowledge of how to save money.

Our proposition is to show you how you can market your product or achieve any other result which may be achieved by publicity in the most economical way.

In other words, we plan to give you the most results for the least cost.

If you want advertising assistance of this character, write us.

Our little book, "**Do More and Make More,**" is particularly interesting to manufacturers and jobbers. It is free to those who ask for it.

**THE GEORGE ETHRIDGE COMPANY,**

No. 33 Union Square,

New York City.

## READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

They're going through all the trading-stamp agonies out in Buffalo—those who don't give trading stamps are lambasting those who do and vice versa, and, generally speaking, the anti-stampers have rather the better of the argument, so far as argument is concerned. But there's such a lot of people who want something for nothing, and will have it even if they have to pay for it, that it may be just as well to humor them, especially when it seems to pay so well. There are several questions that you should decide upon before you tie yourself to trading stamps or make up your mind not to. If your business is on the decline and you want to give it a quick boost, trading stamps will help—especially if nobody in your town is giving them. But you'd better not raise prices to cover the expense, because your customers and competitors will be watching you, and the latter will be quick to take advantage of any foolish move in that direction. You can be sure, too, that you won't be alone very long in your enterprise. If the stamps are already in use in your town, you have your choice between adopting and fighting them. The way to fight them is to quote lower prices than the competitors who give stamps, but even this will not always be an inducement to the woman who is hurrying to spend a hundred and fifty dollars in order to get a four-dollar plush rocker "for nothing." There are two ways of using trading stamps—give them just so that you can say you do, and only on demand, or push the scheme for all it's worth and offer them to everybody. You'll have to be guided wholly by local conditions and your own business needs. But remember that there is a class of trade that will be driven away by trading stamps, and remember, too, that nothing can take the place of good, aggressive advertising in

your local papers. I reproduce a couple of anti-stamp ads from Buffalo. Of course, there is much to be said from the other point of view, and I shall reproduce in this department the first ad I see in which the trading stamp is well defended.

### The Trading Stamp Humbug

Did you ever hear of a concern growing enormously rich by giving goods away?

On the surface that is the impression conveyed by the trading stamp concerns.

They maintain expensive establishments—but sell no goods—just hand them out for stamps.

Dig down deeper and you find that those who give stamps have to buy them and those who ostensibly get them for nothing have to pay for them in increased prices for goods.

How many merchants do you suppose would take up the trading stamp proposition on the basis of losing money on it?

Not one. Exactly the reverse. It is figured for a good profit and is worth it, for the time, trouble and extra labor involved.

It is by fostering the idea that the stamps are given away that the whole humbugging scheme exists, and without which it would not last over night.

One thing at a time—when we have thoroughly saturated you with the folly and wastefulness of chasing the little perforated sticker, we are going to throw light on some other self-evident fallacies—the idea, for instance, that the same identical articles in Men's or Boys' Clothing, Hats, Caps, Shoes or Furnishings, are worth a third or half more in a Main Street store than you can buy them for on Seneca Street, at The Liberty.

THE LIBERTY CO.,  
33 to 41 Seneca Street,  
Buffalo, N. Y.



## No Trading Stamp Prices Here

We sell the best; we sell the most; we charge the least; because we do not pay for trading stamps—nor do you, if you buy here.

Stampers say trading stamps are a discount. At times they offer "bargains" with double stamps. What sort of "bargains" must trading stamp bargains be, when they can stand a double discount? Our

### FRIDAY BARGAINS

are genuine bargains—not trading stamp bargains.

There was an old woman named Fiddledeedee

Who lived upon nothing but trading stamp tea;

"'Tis bitter," she said, "and is worthless for food, Excepting the gum on the back's rather good."

J. N. ADAM & CO.,  
Greater Buffalo's Greatest Store.

*How the Buffalo Evening Times focuses attention on its want ad page.*

## Watch and Read

### THIS PAGE EVERY DAY

If you can count the number of words in the want ads that appear each day it will help you to estimate how many there will be next Tuesday, and it may put \$50 in your pocket.

There were 4,480 words contained in the want ads on this page on Tuesday, January 19th; 5,901 on Tuesday, January 26th, and 5,215 on Tuesday, February 2d. Yesterday there were 2,368 words.

*A short ad with a long reach toward the pocketbook.*

## Rubber Sponges

A rubber worker in St. Petersburg beat Nature at sponge making. These are of rubber—American manufacturers have clumsily failed, so far, in producing them.

Jolly for the bath.

Been dear—but we've cured that.

18c. 74c. \$1. \$1.25 and \$1.75, soft or harsh, according to your skin.

SCHIPPER & BLOCK,  
Peoria, Ill.

*Lacks Prices.*

## Fresh Vegetables

Are hard things to get this time of year and they are most acceptable to the average housewife who is at her wits' ends to have a change in the every-day bill of fare. We have choice Cauliflower and Lettuce in any quantity. Very appetizing vegetables these—are scarce at this time of the year. We have the best apples on the market. All the choice home grown varieties. Fancy groceries a specialty.

W. A. CARRY, Grocer,  
Leavenworth, Kansas.

*Decidedly Businesslike.*

## An Oyster Stew In a Minute

At Blake's Restaurant.

Another New York idea—an oyster stewer. To test its cooking quality we put a dipper full of ice water into the cooker and it boiled in 47 seconds. The president of the company tells me that mine is the first one to be set up in Connecticut.

### OYSTERS

have first call among my tonight's extras, but there's a big bill of other shore foods for choice:

Soft Shell Crabs.....	15c.
Clam Chowder .....	10c.
Clam Stew .....	20c.
Clam Fry .....	25c.
Live Broiled Lobster...	50c.
Lobster Salad .....	25c.
Chicken Salad .....	25c.
Cold Roast Chicken...	25c.
Cold Roast Beef.....	15c.
Cold Roast Pork.....	10c.

JOHN BLAKE,

Lunch Rooms, Wooster Sq.,  
Danbury, Conn.

*This Will Tempt the "Women Folks."*

## Odds and Ends

For Monday we shall place several baskets, odds and ends, both in glass and tin goods. Some of these goods are regularly priced as high as 65c. and it is safe to say all will average more than 25c. These odds and ends will include pickles, relishes, cocoas, in fact, most all kinds of canned goods, and, for Monday, only, you can have your choice for 10 cents.



# \$5.00 Per Year.

The business of the future will be largely carried on by advertising. Whoever has anything to sell must make that fact known, and do it in such a way that people will buy. Effective advertising means success. No advertising or poor advertising means failure. Hence it has come to pass that the adwriter is one of the most necessary persons connected with a business house, and the success or failure of the business depends upon him or her as much as upon any person.

Thus the ability to write good ads gives a paying place in the business world, and the question, "How can I become a successful adwriter?" is being asked by many. The answer can be given in three words, **READ PRINTERS' INK**. How fully the words answer the question can be learned from the following facts:

**PRINTERS' INK** is a practical guide to all kinds of advertising, and to the writing of all kinds of advertisements. In it successful advertisers tell their stories. You are taken into the offices of successful business men, are enabled to sit down and hear them tell what they have done and how they have done it. Thus **PRINTERS' INK** readers learn right from the men who make a success of advertising, how to advertise.

**PRINTERS' INK** in its weekly pages covers every sort and kind of advertising, and does it thoroughly. It speaks with authority upon all matters connected with publicity. It does not chronicle the theories of dreamers, but gives practical instruction, counsel and advice upon all points in its chosen field. Being a weekly publication and costing only **ten cents** a number, or **five dollars** a year, it can be subscribed for, read and studied by any one understanding English. No other advertising periodical begins to approach it in excellence and service to subscribers, and it is not only much lower in cost, but is vastly *superior* in practical excellence to any of the so-called advertising courses.

Many young people whose starting point was the reading of **PRINTERS' INK** are now earning large salaries as adwriters and ad managers. Young men and women who desire to become proficient in the art of writing advertisements can do it by reading and studying this journal, and there is no better way to accomplish this. The pages of **PRINTERS' INK** give the most and the best instruction in every phase of adwriting that can possibly be found.

I think the offer on the other side will interest you.

## PRINTERS' INK

A Journal for Advertisers  
Published Weekly

At 10 Spruce St., New York

has been very helpful to me and I believe you will find  
it equally so.

Address of present subscriber

Date

(TEAR OUT, SIGN AND HAND TO A PROSPECTIVE SUBSCRIBER)

## PRINTERS' INK THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING

"Some men pay \$10,000 for an expert to manage their advertising. There are others who pay \$5.00 for an annual subscription to PRINTERS' INK and learn what all advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one."

---

Publisher PRINTERS' INK,

10 Spruce Street,

New York.

Please send me PRINTERS' INK for four weeks, for which I inclose 10 cents, as I wish to examine the paper with a view of becoming a regular subscriber.

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

**FOUR WEEKS' TRIAL TRIP**

## NO EXCHANGE FOR HIM

Office of the NEWS,  
BUNKER HILL, ILL., January 29th, 1924.

*Printers Ink Jonson, 17 Spruce St., New York City.*

DEAR SIR:

I want one of your price lists. I sent you an order some weeks ago for a 100 lb. keg of news ink, and to send the necessary amount I had to look through many back issues of PRINTERS' INK to get your price. The ink came to hand, and I am using it to my entire satisfaction. I just purchased this office two months ago and found a 100-pound keg of ink the former proprietor had gotten on some advertising deal, and I guess it cost him about 18 cents a lb. To show what I thought of it I made a bonfire of the stuff, and it made such a smell that the city marshal served notice on me to quench the fire and take the ink out and bury it. I used your ink some eight or nine years ago when I was at Lacon, Ill., on the *Democrat*, and it was as good then as it is now, so I want your price list to stock up on inks. The ink on this letter head is some \$1.00 a pound stuff that takes three weeks to dry. I also want you to rub the envelope—printed with the same \$1.00 ink. You will find that, although these envelopes were printed six weeks ago, you can still smear the ink, and you can notice that not an over sufficiency of ink was used. I desire to congratulate you on the splendid service you are rendering the printers—those who can see further than their noses. Why a man will buy on time and pay three and four prices and consider himself to be a shining example of a town's intelligence, is beyond me. And the Lord pity the poor country newspaper men who are taking advertising contracts on an ink-paying basis.

Respectfully,  
W. B. POWELL.

Ten years ago, it was quite a custom among the country newspapers to secure their supply of printing inks through advertising deals, and they were charged anywhere from 15 cents to 25 cents a lb. for news ink, and from \$1.00 to \$10.00 a lb. for job inks. My low prices helped to break up this swapping business, and nowadays you will seldom hear of publishers who accept the gold bricks offered to them on the exchange basis. Every order that leaves my shop carries a guarantee that if the inks are not found as represented the money will be refunded, along with the cost of transportation. Ten thousand satisfied customers, who have bought my inks one hundred thousand times, tells the story of my goods. Send for my price list containing valuable hints for the pressroom.

**My news ink sold as follows:**

25 lb. kegs at 6 cents a lb.  
50 lb. kegs at 5½ cents a lb.  
100 lb. kegs at 5 cents a lb.  
250 lb. kegs at 4½ cents a lb.  
500 lb. bbls. at 4 cents a lb.

Terms: Cash with order.

**Address PRINTERS INK JONSON**  
**17 Spruce Street NEW YORK**

# THE WANT-AD MEDIUMS OF THE COUNTRY.

**PRINTERS' INK** has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitability to an advertiser.

Publications entitled to be listed under this heading are charged 10 cents a line a week, six words make a line.

## CALIFORNIA.

**THE TIMES** prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

**Rate**—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,556 copies. Sunday circulation regularly exceeds 51,000 copies.

## DISTRICT OF COLUMBIA.

**THE Washington, D. C., EVENING STAR** carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

## INDIANA.

**THE Indianapolis News** in 1903 printed 125,894 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 264,123 separate and distinct paid Want advertisements.

**THE Star League** newspapers, Indianapolis Star, Muncie Star and Terre Haute Star, are the leading Sunday "want ad" mediums in the State of Indiana.

The combined circulation of these dailies is guaranteed to be over 130,000 daily. Classified rate, one cent a word per insertion in any one paper, or two cents per word for all three papers. All copy should be mailed to STAR LEAGUE, Classified Advertising Department, Indianapolis, Ind.

## MARYLAND.

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**THE Brockton (Mass.) DAILY ENTERPRISE** carries more than a solid page of "Want" ads—30 words 5 days. 25c. Copy mailed free.

## MINNESOTA.

**THE Minneapolis JOURNAL** carries more Want ads than any other daily paper in the Northwest. In 1903 the JOURNAL'S Wants exceeded any other Minneapolis daily by 55 per cent.

## NEBRASKA.

**THE Lincoln Daily Star**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

## NEW JERSEY.

**THE Elizabeth Daily Journal** carries more Want Ads than all the other English dailies published in Elizabeth combined.

## NEW YORK.

**THE TIMES OF ALBANY**, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

**IN New York City** the **STAATS ZEITUNG** is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

## OHIO.

**THE Dayton, O., HERALD** has the call for classified advertisements in Dayton. It's the home paper and gives results.

**THE Toledo Daily Blade** is the recognized "Want" medium of Northwestern Ohio. Excepting one Cincinnati publication, it publishes more "want" advertisements than any other newspaper in Ohio.

**THE News'** price for want advertising is twice that of any other paper in Dayton, and it carries 40 per cent more than its nearest competitor. During the year 1903 it gained 35 per cent over 1902, and carried 5,994 more wants than its nearest competitor.

**THE SCRIPPS-MCRAE LEAGUE** make a special offer to "Want Ad" advertisers of 50c. per line each insertion in their combined list, comprising the Cincinnati Post, Cleveland Press, St. Louis Chronicle, Toledo Times, Toledo News-Bee, Akron (O.) Press and Covington (Ky.) Post. The guaranteed daily circulation of this list is over 380,000 copies. The amount charged for the combination is a big reduction from the regular rate. The circulations of these papers have been verified by the Association of American Advertisers. The "Want Ad" advertising in the above papers has almost doubled during the past year. This certainly proves that advertisers have received profitable results. Address D. J. RANDALL, 53 Tribune Bldg., New York City, or I. S. WALLIS, 166 Hartford Bldg., Chicago, Ill.

## PENNSYLVANIA.

**THE Chester, Pa., TIMES** carries from two to five times more classified ads than any other paper.

**PHILADELPHIA**—The **EVENING BULLETIN**. If you have not received the right returns from your Want advertising in Philadelphia, try the **BULLETIN**. **BULLETIN** Want Ads pay, because in Philadelphia Nearly Everybody Reads the **BULLETIN**. The **BULLETIN** has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The **BULLETIN** will not print in its classified columns advertisements that are misleading or of a doubtful nature; nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

## RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., **DAILY NEWS** will convince any reader that it stands second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, ½ cent subsequent insertions.

## VIRGINIA.

**THE NEWS LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

## CANADA.

**THE Montreal Daily Star** carries more Want advertisements than all other Montreal dailies combined. The **DAILY STAR** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.